



REFOREST

Organisation: Euro-Mediterranean Economists Association



M1 and M2

Co-creation and knowledge capitalisation strategy and
AF Co-creation guidelines

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EXECUTIVE SUMMARY

This report contains a fully formulated co-creation and knowledge capitalisation strategy for the REFOREST project. The strategy establishes guidelines that synthesise the co-creation process at key iteration steps for implementing the capitalisation framework and disseminating the project outcomes. It aims to set up engagement and advocacy actions for transferring the outcomes of REFOREST to the target groups and key stakeholders defined by the project through a systemic and policy-oriented approach. The proposed strategy lays the foundations that can allow project partners to agree and have a common understanding on how to implement the co-creation and capitalisation framework for the project's lifetime and beyond.

Building upon the mapping of target groups and stakeholders and the measures identified to maximise the impact of the project, the strategy defines the co-creation missions, capitalisation targets to be achieved and an indicative action plan to follow. The contribution of all partners and stakeholders is highlighted. The strategy aims to provide sufficient flexibility and adaptability to ensure the successful implementation of the capitalisation framework and its effective application in various contexts.

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LIST OF ACRONYMS AND ABBREVIATIONS

Abbreviation	Definition
CZU	Ceska Zemedelska Univerzita V Praze
EMEA	Euro Mediterranean Economist Association
INAGRO	Provinciaal Extern Verzelfstandigd Agentschap in Privaatrechtelijke Vorm Vzw
UCPH	Kobenhavns Universitet
OSA	Ogolnopolskie Stowarzyszenie Agrolesnictwa
UBO	Rheinische Friedrich-Wilhelms-Universitat Bonn
TRAKIA UNI	Trakiyski Universitet
EP	Europroject
UMR	Philipps Universitaet Marburg
SOE	Soproni Egyetem
DeFAF	Deutscher Fachverband Für Agroforstwirtschaft (DeFAF) Ev
FarmTree	FarmTree BV
UREAD	The University of Reading
ORC	Organic Research Centre
NGOs	Non-governmental organisations
ETU Initiative	Ecosystem Transition Unit
EURAF	European Agroforestry Federation

1. INTRODUCTION

This report provides a methodological framework for the REFOREST co-creation and knowledge capitalisation strategy. The strategy establishes guidelines synthesising the co-creation process at key iteration steps. It sets up engagement and advocacy actions for transferring the outcomes of REFOREST to the target groups and key stakeholders defined by the project through a systemic and policy-oriented approach. Its objective is to lay the foundations that can allow project partners to agree and have a common understanding on how to implement the co-creation and capitalisation framework for the project's lifetime and beyond. To this end, it is necessary to define the relevant steps and actions to successfully implement the capitalisation framework. Knowledge capitalisation in EU projects has gained prominence recently (e.g., Interreg MED; URBACT). The framework is built upon existing resources and experience in developing a capitalisation strategy as part of the Interreg MED Renewable Energy ETU Initiative¹. This report contains a fully formulated co-creation and knowledge capitalisation strategy, identifying the specific contribution from all actors and defining the action plan to follow.

2. CO-CREATION AND KNOWLEDGE CAPITALISATION IN REFOREST

2.1 BACKGROUND AND MOTIVATION

REFOREST is an interdisciplinary project lying in the field of social science (co-creation, stakeholder engagement, knowledge transfer), with the integration of ecosystem science (ecosystem services), agronomy (productivity), technology development (remote sensing and neural networks), and economics (business models, value chains, finance and policies). The main challenge for the REFOREST consortium is to create an environment conducive to building a community of actors, where the stakeholders' experience and researchers' expertise in the aforementioned disciplines can meet. The establishment of networks of connected stakeholders brings together expertise and methods from different disciplines. It facilitates the co-creation of a successful set of tools and instruments able to support a shift towards greater adoption of agroforestry in Europe. The core working methodology of the REFOREST project is that of co-creation and participatory research. This iterative process comes with its own challenges such as stakeholder fatigue, language barriers, the expectancy of results at different timescales among the stakeholders and difficulty in achieving the expected results from participatory research. In this type of research, interdisciplinarity is essential, as the issues of agroforestry transcend disciplines need to be addressed concurrently to achieve the main objective of enhancing the adoption of agroforestry as a land use practice in Europe.

2.2 DEFINITIONS AND OBJECTIVES OF CO-CREATION, CAPITALISATION AND DISSEMINATION

One of the targets established by REFOREST is to boost as much as possible the transferring of all the results produced by the project. The experience shows us that co-creation and participatory research has the potential to create maximum impact and lead to a lasting change. In REFOREST, the co-creation process includes mapping agroforestry actors, developing a co-creation and knowledge capitalisation strategy, and creating an online platform² to support the engagement of various actors during the project implementation. The co-creation and knowledge capitalisation strategy establishes guidelines that summarise the key iteration steps of the co-creation process for implementing the capitalisation framework and disseminating the project outcomes. The strategy defines the co-creation missions, capitalisation targets to be achieved and an indicative action plan to follow.

¹ <https://renewable-energies.interreg-med.eu>

² <https://reforest.euromed-economists.org>

In REFOREST, co-creation, capitalisation and dissemination are closely linked and underpin the strategy. The co-creation process facilitates the establishment of networks and communities of connected stakeholders from different disciplines, sharing best practice, knowledge, expertise and technical skills, in order to maximise knowledge capitalisation. The main objective of capitalisation is to share knowledge and raise awareness about the project's achievements. Interreg MED³ gives the following definition of capitalisation: *“Organisation of data concerning the implementation of programmes, projects, their impacts, the methods used in order to make the accumulated experience usable for other programmes, projects or stakeholder groups”*. In other words, knowledge capitalisation in EU projects aims to ensure the re-use and replicability of scientific, technical and learning experiences, and their mainstreaming into policies. In accordance with the strategy and in order to ensure successful capitalisation of knowledge, it is essential to develop effective communication and dissemination instruments, including channels and tools, to promote the project and disseminate its results to the target groups and stakeholders defined by the project.

To sum up, the co-creation and capitalisation objectives of REFOREST are to:

- Develop a co-creation process encouraging synergies among work packages, while identifying the main missions to be targeted through a systemic and policy-oriented approach
- Develop a knowledge capitalisation strategy to link science and policy to society
- Set up advocacy and engagement actions for transferring the project outcomes to agroforestry actors and raising societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery

2.3 MAIN GOALS OF THE CO-CREATION AND KNOWLEDGE CAPITALISATION STRATEGY

The development of the co-creation and knowledge capitalisation strategy aims to provide all REFOREST partners with a common understanding of their contribution to co-creation and the action plan to be followed to implement the capitalisation actions of the project. Based on the current experience and lessons learned from previous EU capitalisation projects, the following objectives of the strategy for the REFOREST project can be defined:

- Enhance the knowledge base of actors on agroforestry systems and foster knowledge transfer
- Establish networks and communities of connected agroforestry actors, sharing best practice, knowledge, expertise, experience and technical skills
- Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change and social innovation

³ <https://interreg-med.eu/no-cache/documents-tools/glossary/lexique/C/>

2.4 METHODOLOGICAL APPROACH AND TARGET GROUPS

The co-creation and knowledge capitalisation strategy was developed by first mapping the target groups and stakeholders to be engaged during the co-creation and capitalisation process of REFOREST. Desk research was carried out on the mapping of target groups and stakeholders, their relationship with agroforestry, their main needs and concerns, and potential engagement channels. Based on the research conducted, the following target groups and key stakeholders were identified:

Target group and stakeholder	Relationship with agroforestry
Farmers and landowners	
Farmers	Farm manager and main agroforestry practitioner
Landowners	Owner of the farm
European, national, regional, and local environmental and agricultural policymakers	
Public sector	Policymakers (e.g., (regional/national scale), local environmental bodies, ministry of agriculture, regulators, (EU scale) European Commission) create an economic and institutional environment conducive to the expansion of agroforestry
Scientific community	
Academia, research institutions	Enhance community understanding of the environmental, economic and social impact of agroforestry systems
Agroforestry value chain stakeholders⁴	
Processors	Transform agroforestry products into food using a set of methods and techniques
Tree nurseries	Deliver tree planting materials to farmers
Inputs suppliers	Provide raw materials or necessary supplies to farmers
Retailers	Sell food provided by agroforestry systems to local consumers in markets
Consumers	Buy food provided by agroforestry systems from retailers in markets
Wider society	
Citizens, the general public	People who are not part of any particular organisation and who do not have any specific type of knowledge about agroforestry systems
Media	Raise societal awareness of agroforestry by providing information on agroforestry and informing the general public about its benefits to wider society (e.g., ecosystem and climate services)
Agricultural and forestry consultancy actors	
Extension services	Provide information, guidance and services to farmers and rural actors, so that they can develop their knowledge, skills and practices
Planners	Develop plans for integrating agroforestry practices into the farm system
Private sector actors	
Businesses, firms	Support innovation, develop sustainable business models and provide safe financial resources to farmers and other rural actors
NGOs	
NGOs	Provide educational resources and support the promotion of agroforestry by raising awareness of agroforestry among stakeholders and developing dissemination methods and training activities

Table 1: Target groups and stakeholders for the REFOREST project

Building upon the mapping, the strategy will define the measures to maximise the impact of REFOREST, co-creation missions, capitalisation targets to be achieved and an indicative action plan to follow.

⁴ Farmers and landowners also fall under the category “Agroforestry value chain stakeholders”.

3. MEASURES TO MAXIMISE THE IMPACT OF REFOREST

The development of the co-creation and knowledge capitalisation strategy is linked to the co-creation work and the implementation of the expected results of REFOREST. Based on the desk research, the target groups and key stakeholders to be involved during the co-creation and capitalisation process were identified in the previous section. In order to ensure successful capitalisation of knowledge, it is essential to identify the measures to maximise the impact of the project. First of all, the dissemination targets and messages to be transmitted to the respective target groups must be defined. Then, it is necessary to develop effective communication and dissemination instruments, including channels and tools, to promote the project and disseminate its results to target groups and a wider audience. Moreover, this section proposes key indicators to monitor and evaluate the effectiveness of the co-creation and knowledge capitalisation strategy throughout the implementation of the project.

3.1 DISSEMINATION TARGETS AND MESSAGES

Farmers and landowners
The outcomes of REFOREST will be disseminated to farmers and landowners. As the main target group and local innovators of agroforestry system design, they should be empowered and have the required knowledge, experience, technical skills and expertise on agroforestry practices. This includes communicating agroforestry farm business models and financial viability, and promoting learning activities such as demonstration farms and peer-to-peer learning through living labs. The online platform will support community building, the engagement of farmers and other key agroforestry stakeholders during the project implementation, and enable knowledge transfer, training and innovation. In particular, farmers will have access to up-to-date metrics describing the performance of agroforestry systems and will be supplied with tools, such as a FarmTree model and a graphic-user interface, which quantify the performance of existing agroforestry systems in terms of their productivity, profitability and ecosystem service provision. The REFOREST knowledge inventory (a database of relevant tools and research outputs) will also support the project outcomes.
Stakeholders and target groups: farmers, farming associations, landowners
European, national, regional, and local environmental and agricultural policymakers
One of the main objectives of REFOREST is to enhance the adoption of agroforestry and the knowledge base of policymakers regarding agroforestry systems, including their environmental, social and economic benefits. There also needs to be clear and better positioned political support between agriculture and forestry. Using the living labs, the project will co-create and disseminate policy recommendations to enable the expansion of agroforestry in Europe. They will be addressed with international (EU), national, regional and local policymakers and communicated through specific meetings and events, publications, policy papers, case studies and expert media.
Stakeholders and target groups: (regional/national scale) local environmental bodies, ministry of agriculture, regulators, (EU scale) European Commission
Scientific community
REFOREST will share its results with researchers in the field through its innovation network to create synergies with other initiatives and projects. The online platform will enable knowledge exchange and scientists will be encouraged to collaborate with the project to maximise the use of living labs. The scientific and technical knowledge of the project will be communicated through conferences, workshops, publications, case studies, policy papers and education and training programmes. All scientific advances discovered during the project will be published under open access license. The project aims to strengthen institutional collaboration and research capacity, while enhancing community understanding of the technical aspects of agroforestry systems.
Stakeholders and target groups: scientists, academia, research institutions

Agroforestry value chain stakeholders
<p>REFOREST will build on its analysis of opportunities and barriers along the agroforestry value chain to disseminate effective strategies to overcome barriers. Stakeholders in the value chain need to gain a better understanding of agroforestry systems and have access to essential knowledge such as up-to-date agricultural and forest information on products and market updates. Moreover, the project aims to empower them with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services. Living labs and the online platform will be used as the main channels and tools to ensure that the knowledge created by the project is transferred to the stakeholders in the agroforestry value chain most effectively.</p> <p>Stakeholders and target groups: agroforestry value chain actors, including farmers, landowners, processors, tree nurseries, inputs suppliers, retailers, consumers</p>
Wider society
<p>Relying on the principle of accessible science, the latest knowledge of the environmental and food production potential of agroforestry will be disseminated to the general public through online channels, the platform, outreach events, living labs, social media channels (e.g., LinkedIn, Facebook, Twitter, Instagram) and promotional materials. The purpose is to enhance acceptance and awareness of the opportunities of the agroforestry sector and its social, economic and environmental impacts.</p> <p>Stakeholders and target groups: citizens, the general public, media</p>
Agricultural and forestry consultancy actors
<p>Agricultural and forestry consultancy actors need to have access to reliable information and be better informed about agroforestry systems to facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions. There is a gap in the market for the provision of agroforestry-specific extension and consultancy. A new consultancy business model focusing on closing this gap and providing guidance and expert support on agroforestry will be developed by REFOREST and disseminated to existing local consultancies. Consultancy actors will mainly be engaged through the online platform and living labs. They will also benefit from the training programmes developed during the project.</p> <p>Stakeholders and target groups: extension services (e.g., farm advisors; external advisors), planners</p>
Private sector actors
<p>REFOREST aims to enhance the synergy between public and private sectors in investing in green transition policies and projects. Private sector actors play a key role in supporting the expansion of agroforestry through innovation and providing farmers with access to finance. The benefits of adopting agroforestry will be communicated in a quantitative way (carbon, biodiversity, production, costs, benefits), so that they have a clear understanding of the results of all their efforts. The project will engage with them through various channels such as the online platform, conferences, workshops, scientific publications, living labs, as well as education and training programmes.</p> <p>Stakeholders and target groups: businesses, firms</p>
NGOs
<p>NGOs provide educational resources and support the promotion of agroforestry by raising awareness of agroforestry among stakeholders and developing dissemination methods and training activities. REFOREST aims to enhance NGOs' understanding of agroforestry's technical aspects and provide them with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability. The project outcomes will be disseminated to NGOs through the online platform, conferences, workshops, scientific publications, case studies, policy papers, living labs, as well as education and training programmes.</p> <p>Stakeholders and target groups: NGOs</p>

3.2 COMMUNICATION AND DISSEMINATION INSTRUMENTS: CHANNELS AND TOOLS

Dissemination to target groups and key stakeholders

Online channels

The project's website, online platform and social media accounts are primarily used for co-creation and communication activities. They will provide stakeholders and interested parties with specific information such as the role of agroforestry in European agriculture, its potential environmental and economic impact, and a summary of non-confidential information from project deliverables. Online channels will also contain links to relevant projects, initiatives, publications, and information about events and offer any stakeholder the possibility to engage in research via co-creation activities.

Key indicators ⁵	Low impact	Good impact	Excellent impact
Number of visits per year to the website	< 3000	3000 - 5000	> 5000

When: The REFOREST website is available and will be maintained for at least three years after the end of the project. EMEA will update and maintain the platform for the duration of the project. The platform will closely involve the [European Agroforestry Federation \(EURAF\)](#), which will take it over and ensure that the feed of information can continue beyond the end of the project. The project's social media accounts were created from the start and will be maintained throughout the project.

Conferences, workshops and events

The project will transfer its outcomes through several outreach events organised in the form of co-creation workshops, including international conferences and transnational policy debates for engaging decision-makers with policy recommendations. The option of hybrid participation will be provided to maximise the number of participants. The results will also be disseminated via conferences and events hosted by other organisations. Finally, REFOREST will develop education and training programmes for stakeholders, facilitating the exchange of knowledge created by the project.

Key indicators	Low impact	Good impact	Excellent impact
Number of outreach events organised	< 5	5 - 10	> 10
Number of education and training programmes organised	< 3	3 - 5	> 5
Number of people participating per event	< 100	100 - 300	> 300

When: The co-creation workshops will be created at M9 in at least five countries and will serve for dissemination until the end of the project. Three debates will be organised at M12, M36 and M48, while four conferences will be organised at M4, M15, M30 and M45.

Cooperation with other projects, networks and international initiatives

Cooperation with other projects, networks and international initiatives is essential to capitalise on the project outcomes. Through their professional activities, all partners are long-standing members of relevant research and engagements networks, and cooperation among them can create synergies and maximise the project benefits. The aim is to enhance the technical and non-technical capability of the project, the creation of networks, and the uptake and replicability of the project results.

⁵ The key indicators measure the performance over the entire duration of the project, with the exception of the number of visits to the website and the platform, and the number of posts generated from the project's social media channels, which are on an annual basis. The figures proposed are provisional and may be modified according to the evolution of the project.

Key indicators	Low impact	Good impact	Excellent impact
Number of connections (e.g., collaborative activities) established with other projects	< 10	10 - 30	> 30

When: Throughout the project’s lifetime, partners are encouraged to create networks and actively cooperate with each other. Some networks will maintain their collaborative activities beyond this time horizon. After the end of the project, partners will continue transferring knowledge and information about the solutions developed towards the target groups and stakeholders defined by the project.

Scientific publications

REFOREST partners will publish outcomes and results (according to the open access objective) in the scientific literature, dedicated peer-reviewed journals and popular science magazines. Publications will include papers reporting on concrete scientific advances (e.g., neural networks; biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool), and the social and economic impact of agroforestry (e.g., business models; financial and policy tools). The outcomes of the project will also be communicated through case studies.

Key indicators	Low impact	Good impact	Excellent impact
Number of papers submitted	< 10	10 - 15	> 15
Number of citations to project papers	< 50	50 - 150	> 150

When: In a timely manner according to the deadlines for deliverables and the obtention of results.

REFOREST co-creation and engagement platform

The online platform will serve as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support knowledge transfer. The project outcomes will be communicated in a simplified format. The platform will host the knowledge inventory and contain a forum for discussion and societal awareness of the agroforestry sector and its environmental, economic and social benefits. The knowledge inventory is a database of existing agroforestry resources (e.g., datasets; decision support tools; reports; videos; podcasts) and will form part of the “toolbox” enabling stakeholders to design agroforestry systems and make well-informed management decisions for their local context. It will contain the FarmTree tool, which quantifies the performance of agroforestry systems. The establishment of the knowledge inventory and the living lab network, along with the identification of knowledge gaps and development of planning and performance monitoring tools, will allow farmers to innovate by having access to the latest knowledge, tools and resources, especially on the design of agroforestry system and delivery of ecosystem services.

Key indicators	Low impact	Good impact	Excellent impact
Number of visits per year to the REFOREST co-creation and engagement platform	< 2000	2000 - 4000	> 4000
Number of users actively participating in the forum for discussion and societal awareness	< 200	200 - 300	> 300
Number of user registrations to the FarmTree tool via the platform	< 50	50 - 150	> 150
Number of active FarmTree tool users	< 25	25 - 150	> 150
Number of resources downloaded via the knowledge inventory ⁶	N/A	N/A	N/A

⁶ The figures for this specific indicator will be provided once the knowledge inventory is integrated into the online platform.

When: The REFOREST co-creation and engagement platform in its first stage was launched in M8. EMEA will update and maintain the platform for the duration of the project. EURAF will take the platform over and ensure that the feed of information can continue beyond the end of the project.

Policy papers

REFOREST will develop policy papers focused on enhancing the impact of agroforestry systems in social innovation, green transition, climate change mitigation and adaptation.

Key indicators	Low impact	Good impact	Excellent impact
Number of policy papers	< 2	2 - 5	> 5

When: Policy papers will be developed during the lifetime of the project (from M12).

Living labs

Living labs will be used to engage with stakeholders to share expertise and experience of actual agroforestry systems and integrate their experience into the open science approach. Case studies and data summaries will be drawn from each living lab and fed into the “knowledge hub”, which will be integrated into the online platform. Living labs will provide farmers and other stakeholders with demonstrative examples of environmental sustainability and agroforestry farm business models (e.g., demonstration farm and peer-to-peer learning activities). They will be at the hearth of the process of co-creating and testing tools, instruments, models, policy recommendations. In addition, they will disseminate the latest agroforestry knowledge to the wider society to enhance awareness.

Key indicators	Low impact	Good impact	Excellent impact
Number of demonstrative examples of agroforestry system	< 8	8 - 24	> 24
Number of agroforestry stakeholders involved in living labs	< 50	50 - 200	> 200

When: The project initially developed eight living labs. Following the establishment of the living labs network (M6), the project will use co-creation within living labs as one of its main working methods.

Communication to the general public

The communication activities of REFOREST to the general public will involve the use of popular science articles, website, social media and promotional material. The content will be adapted so that everyone can understand the project’s objectives without knowing all the technical details.

Popular science articles

Popular science articles will be published during the project focusing on specific technical issues of the project, while being understandable by a wide audience.

Key indicators	Low impact	Good impact	Excellent impact
Number of articles published	< 10	10 - 15	> 15
Number of accesses per article	< 500	500 - 1000	> 1000

When: Throughout the lifetime of the project.

Online channels: Website and social media

The website will be used to enhance visibility and communication of the project. It will be the public-facing interface of the online platform and will provide information about the project, the consortium, its results and links to information related to agroforestry systems. A social media strategy encompassing LinkedIn, Facebook, Youtube, Twitter and Instagram will be deployed to maximise the media footprint of the project. Ongoing developments throughout the project will be reported. Regular posts will be made by EP containing: 1) Project press releases; 2) Announcements of progress; 3) Reports on conferences and meetings; 4) News of milestone achievements; 5) Information about forthcoming events; 6) News on research and developments on related issues from all over the world.

Key indicators	Low impact	Good impact	Excellent impact
Number of visits per year to the website	< 3000	3000 - 5000	> 5000
Number of posts per year generated from the project's social media channels	< 40	40 - 50	> 50
Number of views and user comments per post on social media	< 200	200 - 400	> 400

When: The REFOREST website is available and will be maintained for at least three years after the end of the project. The project's social media accounts were created from the start and will be used to increase outreach to targets groups and stakeholders.

Project promotional material

Graphic materials (e.g., leaflets; roll-ups; booklets; promotional documents; easy-access documents for general public use) will be developed to promote the project during events and to provide general information and preliminary results. All output designs will be uploaded to the project's website and will be available for download. Printable versions will be uploaded to the project's shared space in Microsoft Teams as support documents for fairs, congresses, forums and workshops in which partners participate. A video will also be created, showcasing the project's objectives, and followed by a stream of videos created collaboratively during the project documenting various outcomes.

Key indicators	Low impact	Good impact	Excellent impact
Number of project promotional materials developed	< 25	25 - 40	> 40
Number of downloads per project promotional material	< 500	500 - 1000	> 1000
Number of views per video	< 2500	2500 - 5000	> 5000

When: Project promotional material will be created throughout the lifetime of the project, when relevant for specific events or communication campaigns.

4. PROPOSED CO-CREATION AND KNOWLEDGE CAPITALISATION STRATEGY

This section outlines a fully formulated co-creation and knowledge capitalisation strategy. Its objective is to set up engagement and advocacy actions for the co-creation process and transferring of the project outcomes through a systemic and policy-oriented approach. Building upon the mapping of target groups and stakeholders and the measures identified to maximise the impact of the project, the strategy defines the co-creation missions and capitalisation targets, with an indicative action plan to follow for each of them. Each action plan contains a set of actions numbered and classified by the channels and tools identified to transfer the outcomes of REFOREST and can be modified according to the needs of the project⁷. The contribution of all partners and stakeholders is highlighted. The strategy aims to provide sufficient flexibility and adaptability to ensure its effective application in various contexts.

4.1 CO-CREATION MISSIONS AND CAPITALISATIONS TARGETS

Co-creation missions

- Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills
- Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation
- Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels
- Enhance the participation of the entire agroforestry value chain agents in the local context and involve farmers and other stakeholders who have not yet converted to agroforestry
- Maximise the use of living labs to engage and share the experience of agroforestry systems with existing agroforestry practitioners and individual stakeholders, as well as the applicability of training, knowledge exchange, and innovation potential emanating from living labs, building a formal and informal network of stakeholders
- Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems

Capitalisation targets

- Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange
- Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability
- Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry
- Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change and social innovation
- Increase societal awareness and knowledge of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery
- Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services
- Strengthen the capability of farmers to adopt agroforestry as a land use practice by encouraging innovation in the industry, including in agroforestry systems, value chain and business models
- Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions

⁷ The complete list of actions can be found in Appendix 2.

4.2 ACTION PLANS BY CO-CREATION MISSION

Co-creation mission	Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills
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Target group(s): All

Specific target group(s) and stakeholder(s): All

Channels and tools to maximise the impact

- Online channels
- Conferences, workshops and events
- Cooperation with other projects, networks and international initiatives
- Scientific publications
- REFOREST co-creation and engagement platform
- Policy papers
- Living labs

Specific actions

- Use the website and its online platform, as well as the project's social media accounts for co-creation and communication activities, including providing project-specific information and documentation to stakeholders and interested parties (1.1)
- Provide links to relevant projects, initiatives, publications, and information about REFOREST events and offer any stakeholder the possibility to engage in research via co-creation (1.2)
- Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)
- Development of education and training programmes for stakeholders and interested parties (2.2)
- Cooperation with other projects, networks and international initiatives to create synergies and maximise the project benefits (3.1)
- Apply a participatory co-creation approach, relying on active contribution and collaboration with project partners on work packages and with many actors, researchers and stakeholders (3.2)
- Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models, financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)
- Communication of outcomes through storytelling, case studies and training programmes (4.2)
- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- All partners should promote the engagement platform to their target groups to engage them through data collection, workshops and consultations (5.2)
- Build a forum for discussion and societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health and ecosystem service delivery (5.3)



- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)
- Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)

Responsible partners: Lead by CZU, EMEA, EP. With the participation of all other partners

Co-creation mission Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation

Target group(s): All

Specific target group(s) and stakeholder(s): All

Channels and tools to maximise the impact

- Online channels
- Conferences, workshops and events
- Cooperation with other projects, networks and international initiatives
- Scientific publications
- REFOREST co-creation and engagement platform
- Policy papers
- Living labs

Specific actions

- Use the website and its online platform, as well as the project's social media accounts for co-creation and communication activities, including providing project-specific information and documentation to stakeholders and interested parties (1.1)
- Provide links to relevant projects, initiatives, publications, and information about REFOREST events and offer any stakeholder the possibility to engage in research via co-creation (1.2)
- Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)
- Cooperation with other projects, networks and international initiatives to create synergies and maximise the project benefits (3.1)
- Apply a participatory co-creation approach, relying on active contribution and collaboration with project partners on work packages and with many actors, researchers and stakeholders (3.2)
- Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models; financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)
- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- All partners should promote the engagement platform to their target groups to engage them through data collection, workshops and consultations (5.2)
- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)

Responsible partners: Lead by CZU, EMEA, EP. With the participation of all other partners

Co-creation mission Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels

Target group(s)

- European, national, regional, and local environmental and agricultural policymakers
- Private sector actors

Specific target group(s) and stakeholder(s)

- Public sector (e.g., (regional/national scale), local environmental bodies, ministry of agriculture, regulators, (EU scale) European Commission)
- Businesses, firms

Channels and tools to maximise the impact

- Online channels
- Conferences, workshops and events
- Cooperation with other projects, networks and international initiatives
- Scientific publications
- REFOREST co-creation and engagement platform
- Policy papers
- Living labs

Specific actions

- Use the website and its online platform, as well as the project's social media accounts for co-creation and communication activities, including providing project-specific information and documentation to stakeholders and interested parties (1.1)
- Provide links to relevant projects, initiatives, publications, and information about REFOREST events and offer any stakeholder the possibility to engage in research via co-creation (1.2)
- Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)
- Development of education and training programmes for stakeholders and interested parties (2.2)
- Apply a participatory co-creation approach, relying on active contribution and collaboration with project partners on work packages and with many other actors, researchers and stakeholders (3.2)
- Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models; financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)
- Communication of outcomes through storytelling, case studies and training programmes (4.2)
- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- All partners should promote the engagement platform to their target groups to engage them through data collection, workshops and consultations (5.2)

- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)
- Engage with policymakers and financial industry actors to co-create appropriate financial instruments (e.g., a new agroforestry financial model based on payment for ecosystem services) and policy recommendations to enable the expansion of agroforestry (5.8)
- Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)

Responsible partners: Lead by EMEA. With the participation of CZU, UREAD, UMR, SOE, UCPH, DeFAF, ORC

Co-creation mission Enhance the participation of the entire agroforestry value chain agents in the local context and involve farmers and other stakeholders who have not yet converted to agroforestry

Target group(s)

- Farmers and landowners
- Agroforestry value chain stakeholders

Specific target group(s) and stakeholder(s)

- Farmers
- Landowners
- Processors
- Trees nurseries
- Inputs suppliers
- Retailers
- Consumers

Channels and tools to maximise the impact

- REFOREST co-creation and engagement platform
- Living labs

Specific actions

- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- All partners should promote the engagement platform to their target groups to engage them through data collection, workshops and consultations (5.2)
- Build a forum for discussion and societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health and ecosystem service delivery (5.3)
- Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)

Responsible partners: Lead by CZU, EMEA, EP. With the participation of all other partners

Co-creation mission	Maximise the use of living labs to engage and share the experience of agroforestry systems with existing agroforestry practitioners and individual stakeholders, as well as the applicability of training, knowledge exchange, and innovation potential emanating from living labs, building a formal and informal network of stakeholders
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Target group(s): All

Specific target group(s) and stakeholder(s): All

Channels and tools to maximise the impact

- REFOREST co-creation and engagement platform
- Living labs

Specific actions

- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)
- Disseminate the latest knowledge of the environmental and food production potential of agroforestry to the wider society through living labs and workshops to enhance the awareness of agroforestry (7.3)

Responsible partners: Lead by ORC, UMR. With the participation of all other partners

Co-creation mission Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems

Target group(s): Scientific community

Specific target group(s) and stakeholder(s): Academia, research institutions

Channels and tools to maximise the impact

- Online channels
- Conferences, workshops and events
- Cooperation with other projects, networks and international initiatives
- Scientific publications
- REFOREST co-creation and engagement platform
- Policy papers
- Living labs

Specific actions

- Use the website and its online platform, as well as the project's social media accounts for co-creation and communication activities, including providing project-specific information and documentation to stakeholders and interested parties (1.1)
- Provide links to relevant projects, initiatives, publications, and information about REFOREST events and offer any stakeholder the possibility to engage in research via co-creation (1.2)
- Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)
- Cooperation with other projects, networks and international initiatives to create synergies and maximise the project benefits (3.1)
- Apply a participatory co-creation approach, relying on active contribution and collaboration with project partners on work packages and with many other actors, researchers and stakeholders (3.2)
- Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models; financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)
- Communication of outcomes through storytelling, case studies and training programmes (4.2)
- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)

Responsible partners: Lead by CZU, EMEA, EP. With the participation of all other partners

4.3 ACTION PLANS BY CAPITALISATION TARGET

Capitalisation target	Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange
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Target group(s): All

Specific target group(s) and stakeholder(s): All

Channels and tools to maximise the impact

- Online channels
- Conferences, workshops and events
- Cooperation with other projects, networks and international initiatives
- Scientific publications
- REFOREST co-creation and engagement platform
- Policy papers
- Living labs

Specific actions

- Provide links to relevant projects, initiatives, publications, and information about REFOREST events and offer any stakeholder the possibility to engage in research via co-creation (1.2)
- Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)
- Development of education and training programmes for stakeholders and interested parties (2.2)
- Cooperation with other projects, networks and international initiatives to create synergies and maximise the project benefits (3.1)
- Apply a participatory co-creation approach, relying on active contribution and collaboration with project partners on work packages and with many other actors, researchers and stakeholders (3.2)
- Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models; financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)
- Communication of outcomes through storytelling, case studies and training programmes (4.2)
- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- Build a forum for discussion and societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health and ecosystem service delivery (5.3)
- Enable farmers and agroforestry practitioners to access online tools, such as a graphic-user interface and FarmTree model, which quantify the performance of existing agroforestry systems in terms of their productivity, profitability and ecosystem service provision (5.4)
- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)

- Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)
- Develop accurate and effective monitoring and verification capability for the main agroforestry value chain actors, including the predictive tool carbon and biodiversity assessment in agroforestry systems (5.7)
- Engage with policymakers and financial industry actors to co-create appropriate financial instruments (e.g., a new agroforestry financial model based on payment for ecosystem services) and policy recommendations to enable the expansion of agroforestry (5.8)
- Co-create an innovative model for agroforestry system optimisation at the farm level and stimulate innovation of the agroforestry value chain and associated business models (5.9)
- Develop and disseminate a novel business model providing guidance and expert support on agroforestry to existing consultancies (5.10)
- Communication of the project outcomes (e.g., design and performance agroforestry systems; monitoring and verification capabilities; new financial agroforestry farm business model; innovative model for agroforestry system optimisation) to farmers and value chain actors in a simplified format (5.11)
- Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)
- Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)
- Disseminate the latest knowledge of the environmental and food production potential of agroforestry to the wider society through living labs and workshops to enhance awareness of agroforestry (7.3)

Responsible partners: Lead by ORC, UMR. With the participation of all other partners

Capitalisation target Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability

Target group(s)

- Farmers and landowners
- European, national, regional, and local environmental and agricultural policymakers
- Scientific community
- Agroforestry value chain stakeholders
- Agricultural and forestry consultancy actors
- Private sector actors
- NGOs

Specific target group(s) and stakeholder(s)

- Farmers
- Landowners
- Public sector (e.g., (regional/national scale), local environmental bodies, ministry of agriculture, regulators, (EU scale) European Commission))
- Academia, research institutions
- Processors
- Trees nurseries
- Inputs suppliers
- Retailers
- Consumers
- Extension services
- Planners
- Businesses, firms
- NGOs

Channels and tools to maximise the impact

- REFOREST co-creation and engagement platform
- Living labs

Specific actions

- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- Enable farmers and agroforestry practitioners to access online tools, such as a graphic-user interface and FarmTree model, which quantify the performance of existing agroforestry systems in terms of their productivity, profitability and ecosystem service provision (5.4)
- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)



- Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)
- Develop accurate and effective monitoring and verification capability for the main agroforestry value chain actors, including the predictive tool carbon and biodiversity assessment in agroforestry systems (5.7)
- Communication of the project outcomes (e.g., information on agroforestry systems design and performance; monitoring and verification capabilities; new financial agroforestry farm business model) to farmers and other value chain actors in a simplified format (5.11)
- Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)

Responsible partners: Lead by UMR, UCPH. With the participation of OSA, INAGRO, UCPH, TRAKIA UNI, SOE, UREAD, DeFAF, UMR, ORC, FarmTree, EMEA, CZU, UBO

Capitalisation target Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry

Target group(s)

- European, national, regional, and local environmental and agricultural policymakers
- Private sector actors

Specific target group(s) and stakeholder(s)

- Public sector (e.g., (regional/national scale), local environmental bodies, ministry of agriculture, regulators, (EU scale) European Commission)
- Businesses, firms

Channels and tools to maximise the impact

- Conferences, workshops and events
- Scientific publications
- REFOREST co-creation and engagement platform
- Policy papers
- Living labs

Specific actions

- Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)
- Development of education and training programmes for stakeholders and interested parties (2.2)
- Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models; financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)
- Communication of outcomes through storytelling, case studies and training programmes (4.2)
- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)
- Engage with policymakers and financial industry actors to co-create appropriate financial instruments (e.g., a new agroforestry financial model based on payment for ecosystem services) and policy recommendations to enable the expansion of agroforestry (5.8)
- Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)

Responsible partners: Lead by EMEA. With the participation of CZU, UREAD, UMR, SOE, UCPH, DeFAF, ORC

Capitalisation target Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation

Target group(s): NGOs

Specific target group(s) and stakeholder(s): NGOs

Channels and tools to maximise the impact

- Online channels
- Conferences, workshops and events
- Scientific publications
- REFOREST co-creation and engagement platform
- Policy papers
- Living labs

Specific actions

- Provide links to relevant projects, initiatives, publications, and information about REFOREST events and offer any stakeholder the possibility to engage in research via co-creation (1.2)
- Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)
- Development of education and training programmes for agroforestry actors (2.2)
- Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models; financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)
- Communication of outcomes through storytelling, case studies and training programmes (4.2)
- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- Build a forum for discussion and societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health and ecosystem service delivery (5.3)
- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)
- Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)
- Disseminate the latest knowledge of the environmental and food production potential of agroforestry to the wider society through living labs and workshops to enhance awareness of agroforestry (7.3)

Responsible partners: Lead by CZU, EMEA, EP. With the participation of all other partners

Capitalisation target Increase societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery

Target group(s): Wider society

Specific target group(s) and stakeholder(s)

- Media
- Citizens, the general public

Channels and tools to maximise the impact

- Online channels
- Conferences, workshops and events
- REFOREST co-creation and engagement platform
- Living labs
- Communication to the general public

Specific actions

- Use the website and its online platform, as well as the project's social media accounts for co-creation and communication activities, including providing project-specific information and documentation to stakeholders and interested parties (1.1)
- Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)
- Development of education and training programmes for stakeholders and interested parties (2.2)
- Build a forum for discussion and societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health and ecosystem service delivery (5.3)
- Disseminate the latest knowledge of the environmental and food production potential of agroforestry to the wider society through living labs and workshops to enhance awareness of agroforestry (7.3)
- Publish popular science articles during the project focusing on specific technical issues of the project, while being understandable by a wide audience (8.1)
- Implement a social media strategy encompassing LinkedIn, Facebook, Youtube, Twitter and Instagram to maximise the media footprint of the project (8.2)
- Development of promotional materials (e.g., leaflets, booklets, roll-ups, promotional documents, easy-access documents for general public use) to promote the project during events and to provide general and specific information (8.3)

Responsible partners: Lead by CZU, EMEA, EP. With the participation of all other partners

Capitalisation target Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services

Target group(s):

- Farmers and landowners
- Agroforestry value chain stakeholders

Specific target group(s) and stakeholder(s)

- Farmers
- Landowners
- Processors
- Trees nurseries
- Inputs suppliers
- Retailers
- Consumers

Channels and tools to maximise the impact

- REFOREST co-creation and engagement platform
- Living labs

Specific actions

- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- Enable farmers and agroforestry practitioners to access online tools, such as a graphic-user interface and FarmTree model, which quantify the performance of existing agroforestry systems in terms of their productivity, profitability and ecosystem service provision (5.4)
- Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)
- Develop accurate and effective monitoring and verification capability for the main agroforestry value chain actors, including the predictive tool carbon and biodiversity assessment in agroforestry systems (5.7)
- Communication of the project outcomes (e.g., information on agroforestry systems design and performance; monitoring and verification capabilities; new financial agroforestry farm business model) to farmers and other value chain actors in a simplified format (5.11)
- Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)

Responsible partners: Lead by CZU, ORC, UBO. With the participation of all other partners

Capitalisation target Strengthen the capability of farmers to adopt agroforestry as a land use practice by encouraging innovation in the industry, including in agroforestry systems, value chain and business models

Target group(s)

- Farmers and landowners
- Agroforestry value chain stakeholders
- Agricultural and forestry consultancy actors

Specific target group(s) and stakeholder(s)

- Farmers
- Landowners
- Processors
- Trees nurseries
- Inputs suppliers
- Retailers
- Consumers
- Extension services
- Planners

Channels and tools to maximise the impact

- REFOREST co-creation and engagement platform
- Living labs

Specific actions

- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Co-create an innovative model for agroforestry system optimisation at the farm level and stimulate innovation of the agroforestry value chain and associated business models (5.9)
- Develop and disseminate a novel business model providing guidance and expert support on agroforestry to existing consultancies (5.10)
- Communication of the project outcomes (e.g., information on the design and performance agroforestry systems; monitoring and verification capabilities; new financial agroforestry farm business model; innovative model for agroforestry system optimisation) to farmers and value chain actors in a simplified format (5.11)
- Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)

Responsible partners: Lead by UBO, OSA, UREAD. With the participation of DeFAF, UCPH, UMR, INAGRO, EMEA, CZU, ORC

Capitalisation target Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions

Target group(s): Agricultural and forestry consultancy actors

Specific target group(s) and stakeholder(s)

- Extension services
- Planners

Channels and tools to maximise the impact

- Conferences, workshops and events
- Scientific publications
- REFOREST co-creation and engagement platform
- Living labs

Specific actions

- Development of education and training programmes for agroforestry actors (2.2)
- Communication of outcomes through storytelling, case studies and training programmes (4.2)
- Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)
- Enable farmers and agroforestry practitioners to access online tools, such as a graphic-user interface and FarmTree model, which quantify the performance of existing agroforestry systems in terms of their productivity, profitability and ecosystem service provision (5.4)
- Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)
- Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)
- Develop and disseminate a novel business model providing guidance and expert support on agroforestry to existing consultancies (5.10)
- Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)

Responsible partners: Lead by UBO, OSA, UREAD. With the participation of DeFAF, UCPH, UMR, INAGRO, EMEA, CZU, ORC

4.4 SUMMARY OF THE STRATEGY

Co-creation missions	Specific target group(s) and stakeholder(s)	Channels and tools to maximise the impact	Specific actions	Responsible partners
Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills	All	<ul style="list-style-type: none"> • Online channels • Conferences, workshops and events • Cooperation with other projects, networks and international initiatives • Scientific publications • REFOREST co-creation and engagement platform • Policy papers • Living labs 	1.1; 1.2 2.1; 2.2 3.1; 3.2 4.1; 4.2 5.1; 5.2 5.3; 5.5 6.1; 7.1 7.2	Lead by CZU, EMEA, EP. With the participation of all other partners
Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation	All	<ul style="list-style-type: none"> • Online channels • Conferences, workshops and events • Cooperation with other projects, networks and international initiatives • Scientific publications • REFOREST co-creation and engagement platform • Policy papers • Living labs 	1.1; 1.2 2.1; 3.1 3.2; 4.1 5.1; 5.2 5.5; 6.1 7.2	Lead by CZU, EMEA, EP. With the participation of all other partners
Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels	<ul style="list-style-type: none"> • Public sector (e.g., (regional/national scale), local environmental bodies, ministry of agriculture, regulators, (EU scale) European Commission) • Businesses, firms 	<ul style="list-style-type: none"> • Online channels • Conferences, workshops and events • Cooperation with other projects, networks and international initiatives • Scientific publications • REFOREST co-creation and engagement platform • Policy papers • Living labs 	1.1; 1.2 2.1; 2.2 3.2; 4.1 4.2; 5.1 5.2; 5.5 5.6; 5.8 6.1; 7.2	Lead by EMEA. With the participation of CZU, UREAD, UMR, SOE, UCPH, DeFAF, ORC

Enhance the participation of the entire agroforestry value chain agents in the local context and involve farmers and other stakeholders who have not yet converted to agroforestry	<ul style="list-style-type: none"> • Farmers • Landowners • Processors • Trees nurseries • Inputs suppliers • Retailers • Consumers 	<ul style="list-style-type: none"> • REFOREST co-creation and engagement platform • Living labs 	5.1; 5.2 5.3; 7.1	Lead by CZU, EMEA, EP. With the participation of all other partners
Maximise the use of living labs to engage and share the experience of agroforestry systems with existing agroforestry practitioners and individual stakeholders, as well as the applicability of training, knowledge exchange, and innovation potential emanating from living labs, building a formal and informal network of stakeholders	All	<ul style="list-style-type: none"> • REFOREST co-creation and engagement platform • Living labs 	5.5; 7.1 7.2; 7.3	Lead by ORC, UMR. With the participation of all other partners
Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems	<ul style="list-style-type: none"> • Academia, research institutions 	<ul style="list-style-type: none"> • Online channels • Conferences, workshops and events • Cooperation with other projects, networks and international initiatives • Scientific publications • REFOREST co-creation and engagement platform • Policy papers • Living labs 	1.1; 1.2 2.1; 3.1 3.2; 4.1 4.2; 5.5 6.1; 7.2	Lead by CZU, EMEA, EP. With the participation of all other partners

Table 2: Summary of actions by co-creation mission

Capitalisation targets	Specific target group(s) and stakeholder(s)	Channels and tools to maximise the impact	Specific actions	Responsible partners
Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange	All	<ul style="list-style-type: none"> • Online channels • Conferences, workshops and events • Cooperation with other projects, networks and international initiatives • Scientific publications • REFOREST co-creation and engagement platform • Policy papers • Living labs 	1.2; 2.1 2.2; 3.1 3.2; 4.1 4.2; 5.1 5.3; 5.4 5.5; 5.6 5.7; 5.8 5.9; 5.10; 5.11; 6.1; 7.1 7.2; 7.3	Lead by ORC, UMR. With participation of all other partners
Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability	<ul style="list-style-type: none"> • Farmers • Landowners • Public sector • Academia, research institutions • Processors • Trees nurseries • Inputs suppliers • Retailers • Consumers • Extension services • Planners • Businesses, firms • NGOs 	<ul style="list-style-type: none"> • REFOREST co-creation and engagement platform • Living labs 	5.1; 5.4 5.5; 5.6 5.7; 5.11; 7.1	Lead by UMR, UCPH. With the participation of OSA, INAGRO, UCPH, TRAKIA UNI, SOE, UREAD, DeFAF, UMR, ORC, FarmTree, EMEA, CZU, UBO
Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry	<ul style="list-style-type: none"> • Public sector (e.g., (regional/national scale), local environmental bodies, ministry of agriculture, regulators, (EU scale) European Commission) • Businesses, firms 	<ul style="list-style-type: none"> • Conferences, workshops and events • Scientific publications • REFOREST co-creation and engagement platform • Policy papers • Living labs 	2.1; 2.2 4.1; 4.2 5.1; 5.5 5.6; 5.8 6.1; 7.2	Lead by EMEA. With the participation of CZU, UREAD, UMR, SOE, UCPH, DeFAF, ORC

Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation	<ul style="list-style-type: none"> • NGOs 	<ul style="list-style-type: none"> • Online channels • Conferences, workshops and events • Scientific publications • REFOREST co-creation and engagement platform • Policy papers • Living labs 	1.2; 2.1 2.2; 4.1 4.2; 5.1 5.3; 5.5 5.6; 6.1 7.3	Lead by CZU, EMEA, EP. With the participation of all other partners
Increase societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery	<ul style="list-style-type: none"> • Media • Citizens, the general public 	<ul style="list-style-type: none"> • Online channels • Conferences, workshops and events • REFOREST co-creation and engagement platform • Living labs • Communication to the general public 	1.1; 2.1 2.2; 5.3 7.3; 8.1 8.2; 8.3	Lead by CZU, EMEA, EP. With the participation of all other partners
Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services	<ul style="list-style-type: none"> • Farmers • Landowners • Processors • Trees nurseries • Inputs suppliers • Retailers • Consumers 	<ul style="list-style-type: none"> • REFOREST co-creation and engagement platform • Living labs 	5.1; 5.4 5.6; 5.7 5.11; 7.1; 7.2	Lead by CZU, ORC, UBO. With the participation of all other partners
Strengthen the capability of farmers to adopt agroforestry as a land use practice by encouraging innovation in the industry, including in agroforestry systems, value chain and business models	<ul style="list-style-type: none"> • Farmers • Landowners • Processors • Trees nurseries • Inputs suppliers • Retailers • Consumers • Extension services • Planners 	<ul style="list-style-type: none"> • REFOREST co-creation and engagement platform • Living labs 	5.5; 5.9 5.10; 5.11; 7.2	Lead by UBO, OSA, UREAD. With the participation of DeFAF, UCPH, UMR, INAGRO, EMEA, CZU, ORC
Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions	<ul style="list-style-type: none"> • Extension services • Planners 	<ul style="list-style-type: none"> • Conferences, workshops and events • Scientific publications • REFOREST co-creation and engagement platform • Living labs 	2.2; 4.2 5.1; 5.4 5.5; 5.6 5.10; 7.1	Lead by UBO, OSA, UREAD. With the participation of DeFAF, UCPH, UMR, INAGRO, EMEA, CZU, ORC

Table 3: Summary of actions by capitalisation target

4.5 MAPPING OF ACTIONS, CO-CREATION MISSIONS AND CAPITALISATION TARGETS

1. Online channels

Specific actions	Co-creation missions	Capitalisation targets
Use the website and its online platform, as well as the project’s social media accounts for co-creation and communication activities, including providing project-specific information and documentation to stakeholders and interested parties (1.1)	<ul style="list-style-type: none"> Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> Increase societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery
Provide links to relevant projects, initiatives, publications, and information about REFOREST events and offer any stakeholder the possibility to engage in research via co-creation (1.2)	<ul style="list-style-type: none"> Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange Capitalise on the project’s outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation

Table 4: Mapping of actions, co-creation missions and capitalisation targets - Online channels

2. Conferences, workshops and events

Specific actions	Co-creation missions	Capitalisation targets
Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)	<ul style="list-style-type: none"> Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation Increase societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery
Development of education and training programmes for stakeholders and interested parties (2.2)	<ul style="list-style-type: none"> Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels 	<ul style="list-style-type: none"> Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation Increase societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions

Table 5: Mapping of actions, co-creation missions and capitalisation targets - Conferences, workshops and events

3. Cooperation with other projects, networks and international initiatives

Specific actions	Co-creation missions	Capitalisation targets
Cooperation with other projects, networks and international initiatives to create synergies and maximise the project benefits (3.1)	<ul style="list-style-type: none"> Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange
Apply a participatory co-creation approach, relying on active contribution and collaboration with project partners on work packages and with many other actors, researchers and stakeholders (3.2)	<ul style="list-style-type: none"> Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange

Table 6: Mapping of actions, co-creation missions and capitalisation targets - Cooperation with other projects, networks and international initiatives

4. Scientific publications

Specific actions	Co-creation missions	Capitalisation targets
Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models; financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)	<ul style="list-style-type: none"> Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation
Communication of outcomes through storytelling, case studies and training programmes (4.2)	<ul style="list-style-type: none"> Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions

Table 7: Mapping of actions, co-creation missions, capitalisation targets - Scientific publications

5. REFOREST co-creation and engagement platform

Specific actions	Co-creation missions	Capitalisation targets
<p>Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)</p>	<ul style="list-style-type: none"> • Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills • Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation • Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels • Enhance the participation of the entire agroforestry value chain agents in the local context and involve farmers and other stakeholders who have not yet converted to agroforestry 	<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability • Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry • Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation • Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services • Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions
<p>All partners should promote the engagement platform to their target groups to engage them through data collection, workshops and consultations (5.2)</p>	<ul style="list-style-type: none"> • Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills • Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation • Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels • Enhance the participation of the entire agroforestry value chain agents 	

	<p>in the local context and involve farmers and other stakeholders who have not yet converted to agroforestry</p>	
<p>Build a forum for discussion and societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health and ecosystem service delivery (5.3)</p>	<ul style="list-style-type: none"> • Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills • Enhance the participation of the entire agroforestry value chain agents in the local context and involve farmers and other stakeholders who have not yet converted to agroforestry 	<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation • Increase societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery
<p>Enable farmers and agroforestry practitioners to access online tools, such as a graphic-user interface and FarmTree model, which quantify the performance of existing agroforestry systems in terms of their productivity, profitability and ecosystem service provision (5.4)</p>		<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability • Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services • Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions

<p>Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)</p>	<ul style="list-style-type: none"> • Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills • Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation • Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels • Maximise the use of living labs to engage and share the experience of agroforestry systems with existing agroforestry practitioners and individual stakeholders, as well as the applicability of training, knowledge exchange, and innovation potential emanating from living labs, building a formal and informal network of stakeholders • Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability • Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry • Capitalise on the project’s outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation • Strengthen the capability of farmers to adopt agroforestry as a land use practice by encouraging innovation in the industry, including in agroforestry systems, value chain and business models • Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions
<p>Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)</p>	<ul style="list-style-type: none"> • Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels 	<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability • Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry • Capitalise on the project’s outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation



		<ul style="list-style-type: none"> • Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services • Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions
<p>Develop accurate and effective monitoring and verification capability for the main agroforestry value chain actors, including the predictive tool carbon and biodiversity assessment in agroforestry systems (5.7)</p>		<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability • Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services
<p>Engage with policymakers and financial industry actors to co-create appropriate financial instruments (e.g., a new agroforestry financial model based on payment for ecosystem services) and policy recommendations to enable the expansion of agroforestry (5.8)</p>	<ul style="list-style-type: none"> • Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels 	<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry

<p>Co-create an innovative model for agroforestry system optimisation at the farm level and stimulate innovation of the agroforestry value chain and associated business models (5.9)</p>		<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Strengthen the capability of farmers to adopt agroforestry as a land use practice by encouraging innovation in the industry, including in agroforestry systems, value chain and business models
<p>Develop and disseminate a novel business model providing guidance and expert support on agroforestry to existing consultancies (5.10)</p>		<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Strengthen the capability of farmers to adopt agroforestry as a land use practice by encouraging innovation in the industry, including in agroforestry systems, value chain and business models • Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions
<p>Communication of the project outcomes (e.g., design and performance agroforestry systems; monitoring and verification capabilities; new financial agroforestry farm business model; innovative model for agroforestry system optimisation) to farmers and value chain actors in a simplified format (5.11)</p>		<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability • Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services • Strengthen the capability of farmers to adopt agroforestry as a land use practice by encouraging innovation in the industry, including in agroforestry systems, value chain and business models

Table 8: Mapping of actions, co-creation missions and capitalisation targets - REFOREST co-creation and engagement platform

6. Policy papers

Specific actions	Co-creation missions	Capitalisation targets
Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)	<ul style="list-style-type: none"> • Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills • Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation • Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels • Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry • Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation

Table 9: Mapping of actions, co-creation missions and capitalisation targets - Policy papers

7. Living labs

Specific actions	Co-creation missions	Capitalisation targets
<p>Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)</p>	<ul style="list-style-type: none"> • Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills • Enhance the participation of the entire agroforestry value chain agents in the local context and involve farmers and other stakeholders who have not yet converted to agroforestry • Maximise the use of living labs to engage and share the experience of agroforestry systems with existing agroforestry practitioners and individual stakeholders, as well as the applicability of training, knowledge exchange, and innovation potential emanating from living labs, building a formal and informal network of stakeholders 	<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Inform farmers and other key stakeholders with improved qualitative and quantitative data on the contribution of agroforestry to economic, environmental and social sustainability • Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services • Inform agricultural and forestry consultancy actors and provide them with reliable information about agroforestry systems, so that they can facilitate the acquisition of knowledge and skills by farmers and support them in their technical, economic, organisational and social decisions
<p>Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)</p>	<ul style="list-style-type: none"> • Establish networks and communities of connected stakeholders sharing best practice, knowledge, expertise, experience and technical skills • Enhance synergies among work packages through the co-creation process to maximise knowledge and expertise capitalisation as drivers of innovation • Increase the involvement of regional authorities, financial institutions and national policy experts in co-creation to stimulate the practitioner-led research and innovation of agroforestry at regional and local levels • Enhance the participation of the entire agroforestry value chain agents in the local context and involve farmers and other stakeholders who have not yet converted to agroforestry • Maximise the use of living labs to engage and share the experience of agroforestry systems with existing agroforestry practitioners and individual stakeholders, as well as the applicability of training, knowledge exchange, and innovation potential emanating from living labs, building a formal and informal network of stakeholders 	<ul style="list-style-type: none"> • Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange • Promote the integration of project outcomes into appropriate financial instruments and policies to enable the expansion of agroforestry • Empower the key stakeholders in the agroforestry value chain with the capability to monitor and verify the establishment of agroforestry system and the delivery of ecosystem services • Strengthen the capability of farmers to adopt agroforestry as a land use practice by encouraging innovation in the industry, including in agroforestry systems, value chain and business models

	<ul style="list-style-type: none"> Strengthen scientific collaboration and research capacity through the innovation network, while enhancing community understanding of the technical aspects of agroforestry systems 	
<p>Disseminate the latest knowledge of the environmental and food production potential of agroforestry to the wider society through living labs and workshops to enhance awareness of agroforestry (7.3)</p>	<ul style="list-style-type: none"> Maximise the use of living labs to engage and share the experience of agroforestry systems with existing agroforestry practitioners and individual stakeholders, as well as the applicability of training, knowledge exchange, and innovation potential emanating from living labs, building a formal and informal network of stakeholders 	<ul style="list-style-type: none"> Enhance the knowledge base of stakeholders on agroforestry and foster knowledge exchange Capitalise on the project's outcomes for the benefit of civil society, decision making and initiatives aligned to rural development, resilience to climate change, and social innovation Increase societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery

Table 10: Mapping of actions, co-creation missions and capitalisation targets - Living labs

8. Communication to the general public

Specific actions	Co-creation missions	Capitalisation targets
<p>Publish popular science articles during the project focusing on specific technical issues of the project, while being understandable by a wide audience (8.1)</p> <p>Implement a social media strategy encompassing LinkedIn, Facebook, Youtube, Twitter and Instagram to maximise the media footprint of the project (8.2)</p> <p>Development of promotional materials (e.g., leaflets; booklets, roll-ups; promotional documents; easy-access documents for general public use) to promote the project during events and to provide general and specific information (8.3)</p>		<ul style="list-style-type: none"> • Increase societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health, and ecosystem service delivery

Table 11: Mapping of actions, co-creation missions and capitalisation targets - Communication to the general public

5. CONCLUSIONS

This report contains a fully formulated co-creation and knowledge capitalisation strategy for the REFOREST project. The proposed strategy establishes guidelines that synthesise the co-creation process at key iteration steps and sets up engagement and advocacy actions for transferring the outcomes of REFOREST to the target groups and key stakeholders defined by the project through a systemic and policy-oriented approach. It lays the foundations that can allow project partners to agree and have a common understanding on how to implement the co-creation and capitalisation framework for the project's lifetime and beyond. Building upon the mapping of target groups and stakeholders and the measures identified to maximise the impact of the project, the strategy defines the co-creation missions, capitalisation targets to be achieved and a specific action plan to follow. Moreover, the specific contribution of all project partners and stakeholders is highlighted.

Throughout the development of REFOREST, all partners should follow the project's engagement and advocacy actions through the guidelines set out in this report. In particular, it will be essential to maintain a high-level of cooperation between the partners and strong alignment with the transferring methodology and the communication strategy to give a clear message to the target groups and stakeholders defined. The strategy aims to provide sufficient flexibility and adaptability to ensure the successful implementation of the capitalisation framework and its effective application in various contexts. It also provides a baseline for continuously monitoring and evaluating the effectiveness of the co-creation and knowledge capitalisation strategy during the project implementation.

In summary, the strategy outlines the relevant steps and specific actions to be followed by project partners during the co-creation and capitalisation process to scale up the impact of REFOREST. Although co-creation and participatory research as the underlying methodology of the project have their own challenges, interventions co-created with the stakeholders have the potential to create maximum impact and lead to a lasting change in the agroforestry sector.

APPENDIX 1: REFERENCES AND RELATED DOCUMENTS

ID	Reference or Related Document	Source or Link/Location
1	REFOREST website	https://agroreforest.eu
2	Interreg MED Renewable Energy project	https://renewable-energies.interreg-med.eu
3	URBACT	https://urbact.eu
4	Interreg MED	https://interreg-med.eu/no-cache/documents-tools/glossary/lexique/C/
5	REFOREST co-creation and engagement platform	https://reforest.euromed-economists.org
6	REFOREST Grant Agreement (grant agreement 101060635)	https://czuvpraze.sharepoint.com/teams/fld-t-reforest/Sdilene%20dokumenty/Forms/AllItems.aspx?id=%2Fteams%2Ffld%2Dt%2Dreforest%2FSdilene%20dokumenty%2FGeneral%2FCONTRACTS%20%26%20SUBMITTED%20DELIVERABLES%2FGrant%20Agreement%2D101060635%2DREFOREST%2Epdf&parent=%2Fteams%2Ffld%2Dt%2Dreforest%2FSdilene%20dokumenty%2FGeneral%2FCONTRACTS%20%26%20SUBMITTED%20DELIVERABLES
7	REFOREST Consortium Agreement (grant agreement 101060635)	https://czuvpraze.sharepoint.com/teams/fld-t-reforest/Sdilene%20dokumenty/Forms/AllItems.aspx?id=%2Fteams%2Ffld%2Dt%2Dreforest%2FSdilene%20dokumenty%2FGeneral%2FCONTRACTS%20%26%20SUBMITTED%20DELIVERABLES%2FREFOREST%20%2D%20Consortium%20Agreement%2C%20version%2002%20fully%20signed%2Epdf&parent=%2Fteams%2Ffld%2Dt%2Dreforest%2FSdilene%20dokumenty%2FGeneral%2FCONTRACTS%20%26%20SUBMITTED%20DELIVERABLES

APPENDIX 2: COMPLETE LIST OF ACTIONS BY CHANNELS AND TOOLS

1. Online channels

Related actions

Use the website and its online platform, as well as the project's social media accounts for co-creation and communication activities, including providing project-specific information and documentation to stakeholders and interested parties (1.1)

Provide links to relevant projects, initiatives, publications, and information about REFOREST events and offer any stakeholder the possibility to engage in research via co-creation (1.2)

2. Conferences, workshops and events

Related actions

Organise outreach events such as co-creation workshops, seminars and international conferences on thematic and cross-cutting issues (2.1)

Development of education and training programmes for stakeholders and interested parties (2.2)

3. Cooperation with other projects, networks and international initiatives

Related actions

Cooperation with other projects, networks and international initiatives to create synergies and maximise the project benefits (3.1)

Apply a participatory co-creation approach, relying on active contribution and collaboration with project partners on work packages and with many other actors, researchers and stakeholders (3.2)

4. Scientific publications

Related actions

Publication of outcomes and concrete scientific advances (e.g., biodiversity integration in agroforestry models; remote sensing-based agroforestry system verification tool; new business models; financial and policy tools) in the scientific literature, dedicated peer-reviewed journals and popular science magazines (4.1)

Communication of outcomes through storytelling, case studies and training programmes (4.2)

5. REFOREST co-creation and engagement platform

Related actions

Use the online platform as an engagement tool to provide stakeholders with access to knowledge, instruments, tools, data and results generated by the project and support the transfer of knowledge (5.1)

All partners should promote the engagement platform to their target groups to engage them through data collection, workshops and consultations (5.2)

Build a forum for discussion and societal awareness of the agroforestry sector and its benefits to food production, landscape development, human health and ecosystem service delivery (5.3)

Enable farmers and agroforestry practitioners to access online tools, such as a graphic-user interface and FarmTree model, which quantify the performance of existing agroforestry systems in terms of their productivity, profitability and ecosystem service provision (5.4)

Establish and promote the use of the knowledge inventory and living labs network, and provide visualisation of technical data about the REFOREST living labs as an observatory of data created by the project to support knowledge exchange and innovation (5.5)

Provide farmers and key stakeholders with access to up-to-date metrics describing the performance of existing agroforestry systems in terms of productivity, profitability and ecosystem service provision (5.6)

Develop accurate and effective monitoring and verification capability for the main agroforestry value chain actors, including the predictive tool carbon and biodiversity assessment in agroforestry systems (5.7)

Engage with policymakers and financial industry actors to co-create appropriate financial instruments (e.g., a new agroforestry financial model based on payment for ecosystem services) and policy recommendations to enable the expansion of agroforestry (5.8)

Co-create an innovative model for agroforestry system optimisation at the farm level and stimulate innovation of the agroforestry value chain and associated business models (5.9)

Develop and disseminate a novel business model providing guidance and expert support on agroforestry to existing consultancies (5.10)

Communication of the project outcomes (e.g., design and performance agroforestry systems; monitoring and verification capabilities; new financial agroforestry farm business model; innovative model for agroforestry system optimisation) to farmers and value chain actors in a simplified format (5.11)

6. Policy papers

Related action

Development of policy papers focused on enhancing the impact of agroforestry systems, from an environmental, economic and social perspective (6.1)

7. Living labs

Related actions

Use the living labs to engage with agroforestry stakeholders to provide them with real-life examples of environmental sustainability and agroforestry farm business model (7.1)

Use the living labs to co-create and test tools, instruments, models, and policy recommendations designed to overcome the existing barriers to agroforestry adoption (7.2)

Disseminate the latest knowledge of the environmental and food production potential of agroforestry to the wider society through living labs and workshops to enhance awareness of agroforestry (7.3)

8. Communication to the general public

Related actions

Publish popular science articles during the project focusing on specific technical issues of the project, while being understandable by a wide audience (8.1)

Implement a social media strategy encompassing LinkedIn, Facebook, Youtube, Twitter and Instagram to maximise the media footprint of the project (8.2)

Development of promotional materials (e.g., leaflets; booklets; roll-ups; promotional documents; easy-access documents for general public use) to promote the project during events and to provide general and specific information (8.3)