



# Organic Knowledge Network on Monogastric Animal Feed OK-Net EcoFeed

## EIP-AGRI articles 1<sup>st</sup> year

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## Document Versions

<b>Version</b>	<b>Date</b>	<b>Contributor</b>	<b>Summary of Changes</b>
0.1	11 October 2018	Kata Gócs	First draft
0.2	14 December 2018	Bram Moeskops	Comments
1.0	18 December 2018	Kata Gócs	Final Version

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

## **Executive summary**

This deliverable is part of the Horizon 2020 project - OK-Net EcoFeed, Work Package 1 – Project management and promotion, lead by IFOAM EU.

The overall aim of OK-Net EcoFeed (Organic Knowledge Network on Monogastric Animal Feed) is to help farmers, breeders and the organic feed processing industry in achieving the goal of 100% use of organic and regional feed for monogastrics, in particular pigs, broilers, laying hens and parents of broilers and laying hens.

This deliverable reports on the activities done to create visibility of the project in the EIP-AGRI ([European Innovation Partnership for Agricultural productivity and Sustainability](#)) network, towards the European Commission and other Horizon 2020 projects and Stakeholders at EU level.

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### I. Introduction

The Horizon 2020 project, OK-Net EcoFeed officially started on 1 January 2018. IFOAM EU has provided 3 articles for the EIP-AGRI newsletter and website in the first year of the project. 2 articles were published in the newsletter and website of EIP-AGRI.

As it was communicated to the project coordinator, the project proposal includes a typo (see page 9 of ANNEX 1 (part A) or below on the print screen). The objective is to provide 2 articles/year for the EIP-AGRI newsletter and website and not 22. 22 articles are clearly not possible, since there are only 12 EIP-AGRI newsletter issued per year.

#### Task 1.4: Project promotion at EU level

Lead partner: IFOAM EU

Partners involved: AU/ICROFS, ORC, FiBL, ITAB, AIAB

Start-End month: Month 1 - Month 36

Deliverables: D1.7, D1.8, D1.9, D1.10, D1.11, D1.12

The aim of this task is to create visibility of the project in the EIP-AGRI network, towards the European Commission, other Horizon 2020 projects and stakeholders at EU level. The task includes following activities which will be carried out by IFOAM EU:

- Design of project logo and visual identity of the project, based on that of OK-Net Arable.
- Setting-up and maintaining an e-mail distribution list of people (potentially) interested to get updates about project activities
- Project website: set-up (MS1.1 at M2) and maintenance. The project website will contain basic information about the project activities and consortium. Together with FiBL, IFOAM EU will ensure that the project website has the same visual identity as the OK-Net knowledge platform, which will be the main channel for dissemination (see WP5).
- Participation in REA's Coordinators' Days
- Ensuring good relations with the EIP-AGRI Service point; providing 22 articles per project year for the EIP-AGRI newsletter and website (D1.7, D1.8, D1.9)
- Sending out press releases for specialised EU press (D1.10, D1.11, D1.12)
- Participation in and promotion of the project at the meetings of the Permanent Subgroup on Innovation for Agricultural Productivity and Sustainability- Ensuring good relations with REA, DG AGRI and DG RTD
- Participation in and promotion of the project at events organised by the REA and European Commission
- Participation in and promotion of the project at events organised by Horizon 2020 projects. Organisation of joint events with other thematic networks and multi-actor projects.
- A final conference (MS1.2) will be organized in M34-35 in Brussels by IFOAM EU, supported by the Steering Committee, to present project outcomes, exchange experiences and discuss next steps in the development of the OK-Net Knowledge Platform. Target audience are officials of the REA/ European Commission and representatives of umbrella organisations and interest groups involved in agriculture.

## II. Press release: Project launch

The kick-off meeting of the project took place in Newbury, UK on 22-24 January 2018. A press release on the launch of the project was published on the website of IFOAM EU and other project partners and sent around to relevant media on 22-23 January 2018. More details on the dissemination of the press release can be found in D1.10 – Press release about the project start. The press release is available on the website of IFOAM EU ([link](#)).

EIP-AGRI has published the press release in its 56<sup>th</sup> newsletter, in April 2018.

- Link to the English version of the newsletter: <https://mailchi.mp/eip-agri/newsletter-on-agriculture-innovation-edition-56-april-2018?e=eff394224d>
- Link to the article on the EIP-AGRI website: <https://ec.europa.eu/eip/agriculture/en/news/new-thematic-network-ok-net-ecofeed>

## III. Social media and project website

On 30 May, IFOAM EU published an article to promote the twitter account and the website of the project:

### **FOLLOW OK-NET ECOFEED AND LEARN ABOUT EFFORTS TO REACH 100% ORGANIC AND REGIONAL FEED**

In January 2018, IFOAM EU started coordinating the project OK-NET EcoFeed. Visit [www.ok-net-ecofeed.eu](http://www.ok-net-ecofeed.eu) and follow the project @ecofeed on [Twitter](#) to learn more about how the project is helping farmers, breeders and the organic feed processing industry in achieving the goal of 100% use of organic and regional feed for pigs, broilers and laying hens.

A key objective of organic farming is the closing of nutrient cycles, but it is difficult to achieve. Feed and livestock production, in particular of pigs and poultry, are concentrated in different regions. Animal feed has to be imported from regions far away. In addition, organic farmers have difficulties in sourcing protein feed of organic quality. The lack of organic and regional feed threatens both the sustainability of organic agriculture as well as consumers' confidence. The goal of OK-Net EcoFeed is to find solutions for 100% use of organic and regional feed and facilitate exchange of knowledge among farmers to implement these solutions.

Follow [@ecofeed](#) and the [website](#), to get regular updates on the project activities, for example on the synthesis of scientific and practical knowledge about organic feed production for pig and poultry, and the extension of the organic [farmknowledge.org](http://farmknowledge.org) platform to cover the topic of animal feed for pigs and poultry.

The article is available on the website of [IFOAM EU \(link\)](#).

EIP-AGRI has published the above described article in its 59<sup>th</sup> newsletter, in July 2018.

- Link to the English version of the newsletter: <https://mailchi.mp/eip-agri/newsletter-on-agriculture-innovation-edition-59-july-2018?e=eff394224d>

EIP-AGRI has tweeted about the project 2 times through the first year of the project. See below, the mentioned 2 tweets:



Figure 1: First EIP-AGRI tweet about OK-Net EcoFeed Social Media



Figure 2 Second EIP-AGRI tweet about the project (10% is a mistake, it should have been 100%)

## IV. Thematic Network

OK-Net EcoFeed is also mentioned under the Thematic Network section on the EIP-AGRI website: <https://ec.europa.eu/eip/agriculture/en/about/thematic-networks-%E2%80%93-closing-research-and?stakeholder=3501>

Available also in the EIP-AGRI flyer about Thematic networks: [https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/overview\\_thematic\\_networks\\_october\\_2018\\_web.pdf](https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/overview_thematic_networks_october_2018_web.pdf)

The European Commission - Cordis (Community Research and Development Information Service) website also includes a description on the project: [https://cordis.europa.eu/project/rcn/212407\\_en.html](https://cordis.europa.eu/project/rcn/212407_en.html)

## V. Conclusions

IFOAM EU has made and published several articles through the first year (2018) of the project. Detailed description on the other articles (not published in EIP-AGRI newsletter/website) can be found in D3.3 - News stories 1<sup>st</sup> project year. As it was planned, EIP-AGRI has published 2 articles on its website and in its newsletter in the first year of the project. Beside this they have also advertised the project on their twitter account. OK-Net EcoFeed has reached its goal in the first project year.