BEATLES

BEHAVIOURAL CHANGE TOWARDS

Climate-Smart Agriculture

Dr. Marilena Gemtou

Agricultural University of Athens

ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS

Visit our website

www.beatles-project.eu

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In a nutshell

PROGRAMME: Horizon Europe

GRANT AGREEMENT: No. 101060645

CALL: HORIZON-CL6-2021-FARM2FORK-01

TYPE OF ACTION: HORIZON-RIA

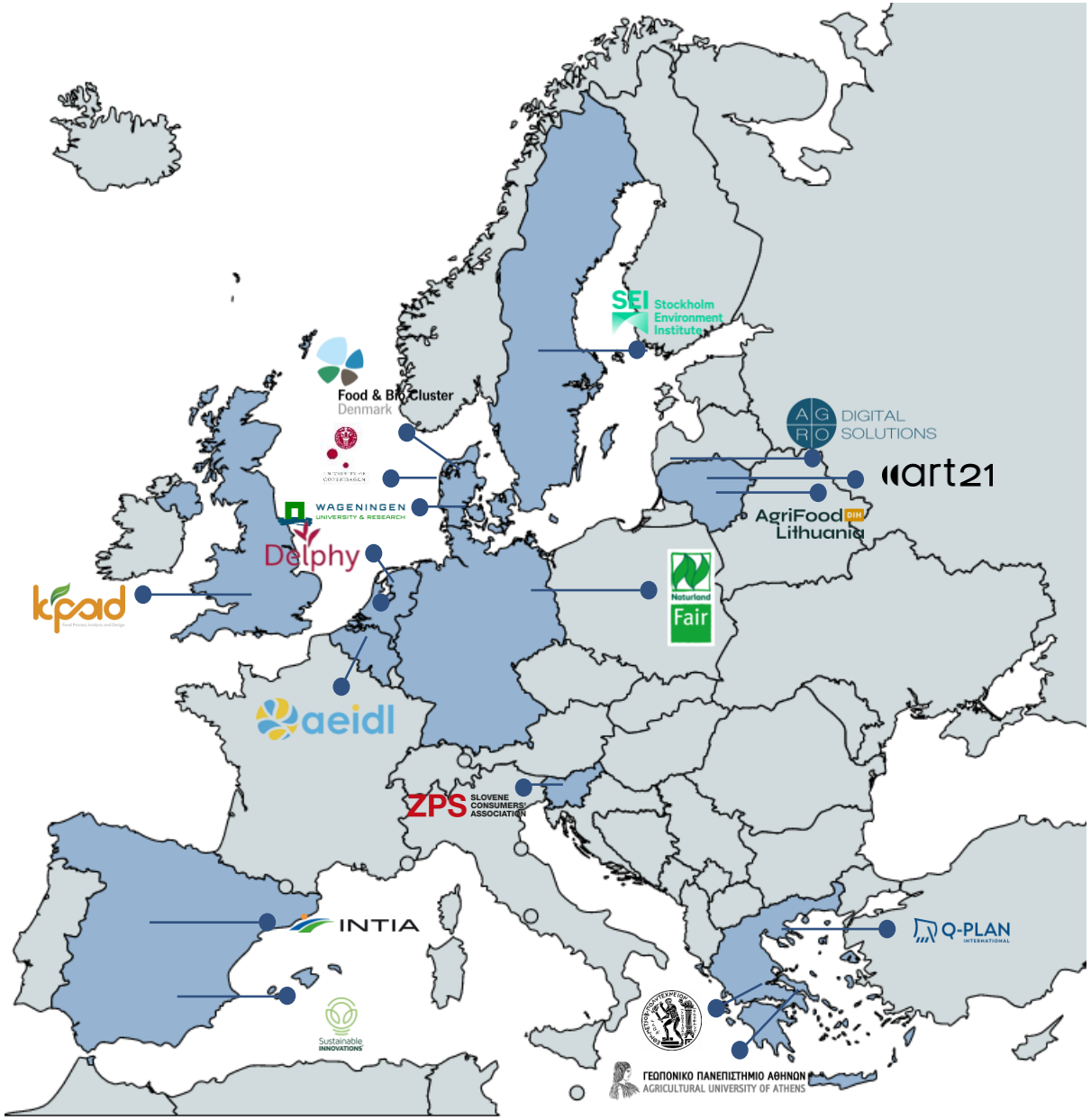
START DATE: 1 July 2022

DURATION: 48 months

BUDGET: 3,911,528.25€

Our consortium

- **18 partners** across **10 European countries**.



What we aim to achieve

Encourage long-term and large-scale transitions to sustainable, productive, and climate-smart agriculture

Investigate the decision-making **factors** that **facilitate** or **hinder** transition of **agri-food systems** towards **sustainable**, **productive**, and **climate-smart practices** & **behaviours**.

Assess the overall **sustainability, environmental** & **socioeconomic** impact of proposed **behavioural interventions**.

Use behavioural insights to **develop transformative pathways**, via **business strategies** & **policy recommendations**, to encourage transition to fair, healthy & environmentally friendly agri-food systems.

Use participatory approaches to **engage multiple value chain stakeholders** in the co-creation of effective transformation pathways to change.

How we will make this happen (1/2)

1. Investigate **agri-food systems transition** towards **climate-smart agriculture** & **smart farming technologies**.

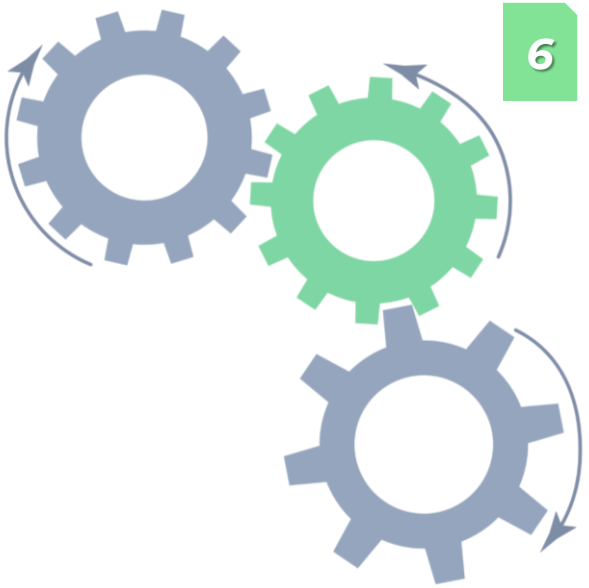
2. Study **5 different food systems** representing the major **crop** and **livestock** farming systems in **Europe**.

3. Identify **individual, systemic and policy factors** that **enable** or **impede** the transition to sustainable practices among agri-food actors

4. Design & implement **behavioural experiments**.

How we will make this happen (2/2)

5 Assess **environmental, social & economic sustainability** of practices.

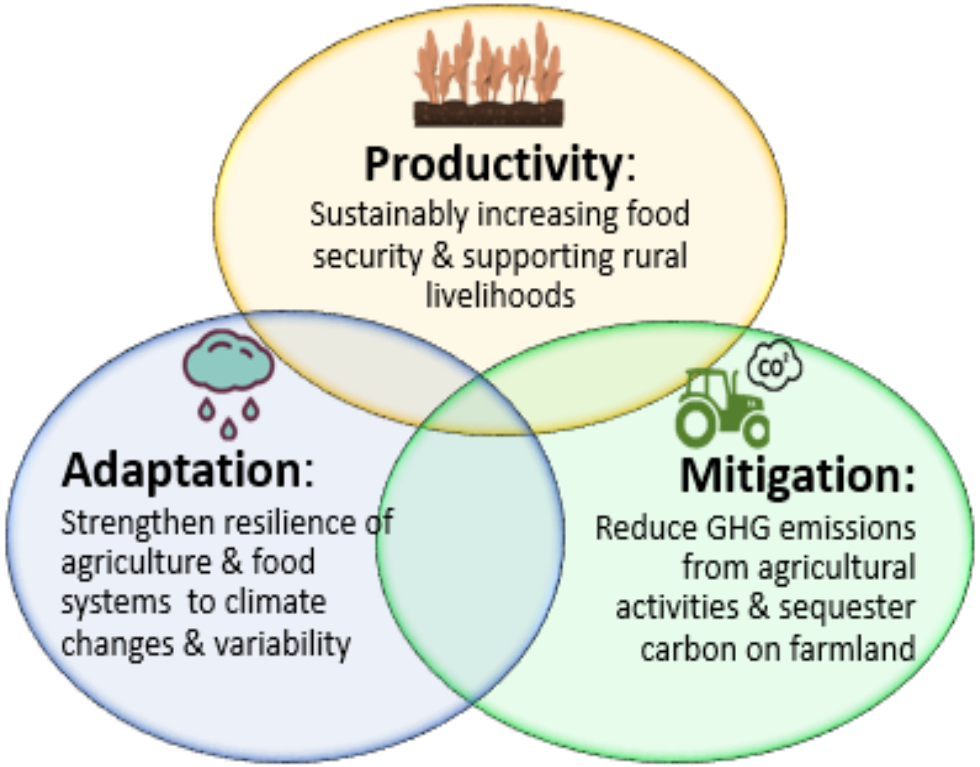


6 Design **fair value propositions for sustainable solutions** & develop a **portfolio of business models.**

7 Formulate **fair policy recommendations** & develop **policy tools** to enable the **adoption** of **sustainable practices**.

8 Design and implement **dissemination**, **communication** & **exploitation** activities and **synergies** with other projects.

Climate-smart agriculture



Climate-smart agriculture has strong potential to contribute to the achievement of the 17 Sustainable Development Goals (SDGs).

It is important to identify potential synergies and trade-offs between the 3 pillars.

Our Use Cases

- BEATLES has set up **5 Use Case pilots** across **EU** regions & **agricultural** systems.

Lithuania
Wheat

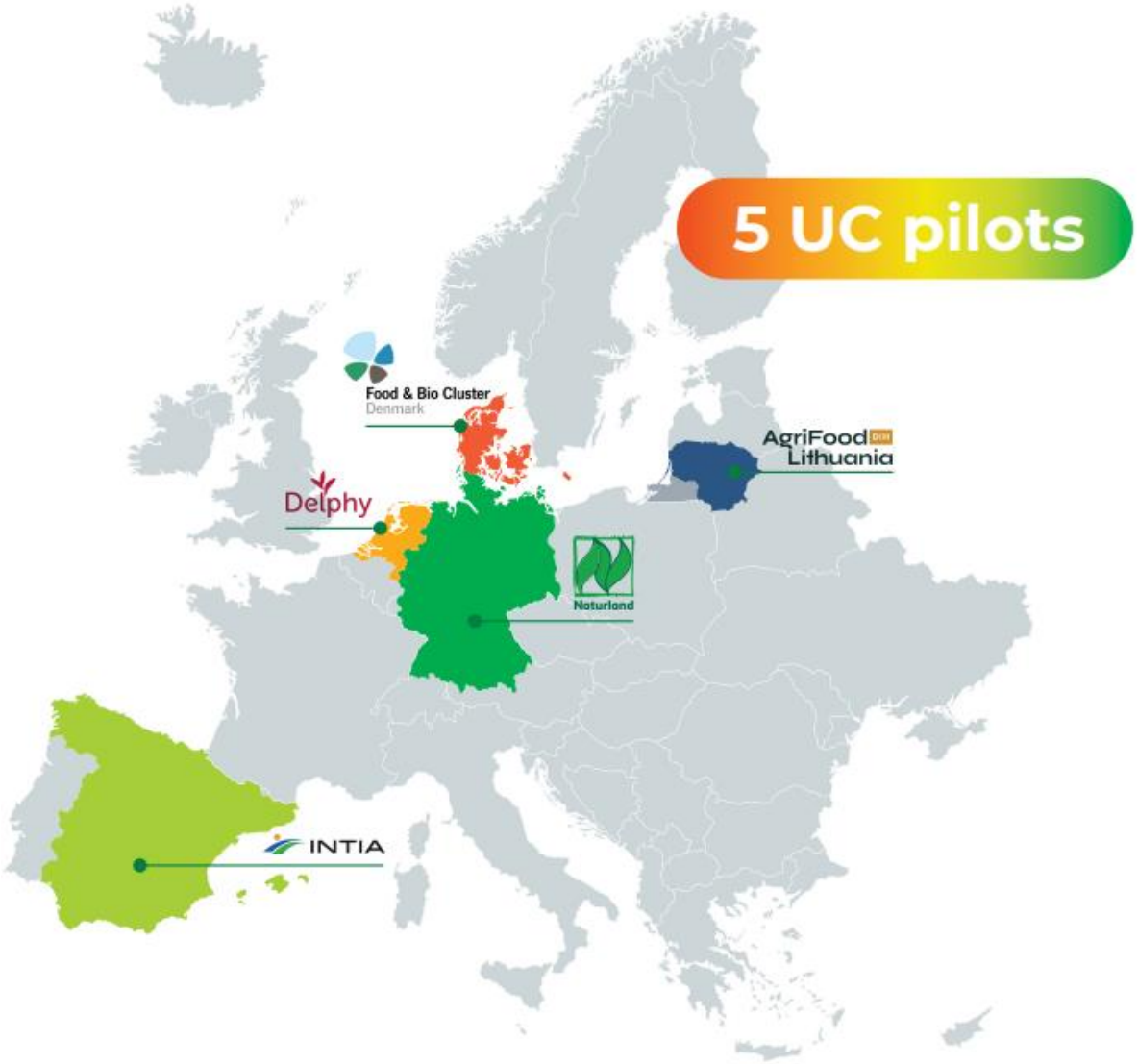
Denmark
Pig Sector

Spain
Fruit

Germany
Dairy

The Netherlands
Onion & Potato

- These systems represent the majority of **EU agricultural exports** & cover **45%** of **agricultural land**.

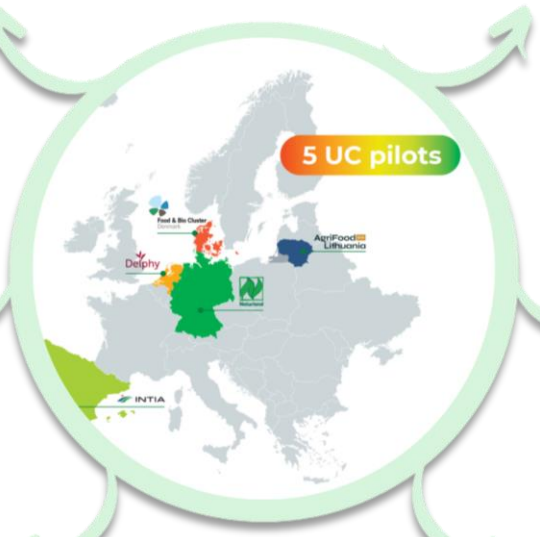


Stakeholders & their involvement

Farmers

Civil society

Farm & business advisors



Researchers

Agri-food industry

Policymakers & policy advisory

- Surveys
- Co-creation workshops
- Behavioural experiments
- Validation of business models
- Policy recommendations
- Knowledge transfer

Expected outcomes

10
lab & field experiments

10
business models identified and validated

10
key actionable policy recommendations produced
(including per UC and EU level)

10.000
stakeholders reached through communication channels

Questions & Answers

Dr. Marilena Gemtou

mgemtou@aua.gr

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Event

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City, Country

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Thank you!

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