

## PRESS RELEASE

### BEATLES holds its 3<sup>rd</sup> hybrid project meeting in Copenhagen, Denmark

The BEATLES project held its 3rd consortium meeting on June 25, 2024, in Copenhagen, Denmark, at the “Department of Food and Resource Economics” (IFRO) building. The meeting commenced the day before, allowing partners to explore the city by boat and enjoy a social dinner at Nyhavn canal.

During the meeting, partners engaged in constructive brainstorming sessions, exchanged feedback, and provided updates on their respective tasks and achievements. Key highlights included:

- Identification of critical decision-making factors through co-creation workshops across the project Use Cases (Denmark, Germany, Lithuania, the Netherlands, and Spain).
- Advancements in designing and conducting behavioural experiments to gain consumer insights.
- Focus on sustainability assessments, including life cycle analyses and practices for sustainable agriculture.
- Exploration of fair business models through comprehensive reviews and farmer interviews.
- Navigation of policy landscapes with strategic analyses to influence policy recommendations.

The meeting also highlighted the positive feedback received from the review, which recognised achievements and provided valuable insights for further development.

The consortium plans to meet next in Pamplona, Spain. Future activities include webinars and workshops aimed at fostering collaboration and knowledge exchange among partners and stakeholders. BEATLES continues to pave the way towards sustainable agrifood systems.

### About BEATLES

BEATLES is a Horizon Research & Innovation project funded by the European Union under Grant Agreement No. 101060645. The project aspires to change the way agri-food systems currently operate and to accelerate the systemic and systematic behavioural shift to climate-smart agriculture and smart farming technologies.

