



BEATLES

BEHAVIOURAL CHANGE TOWARDS
Climate-Smart Agriculture

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Visit our website
www.beatles-project.eu



Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.



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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

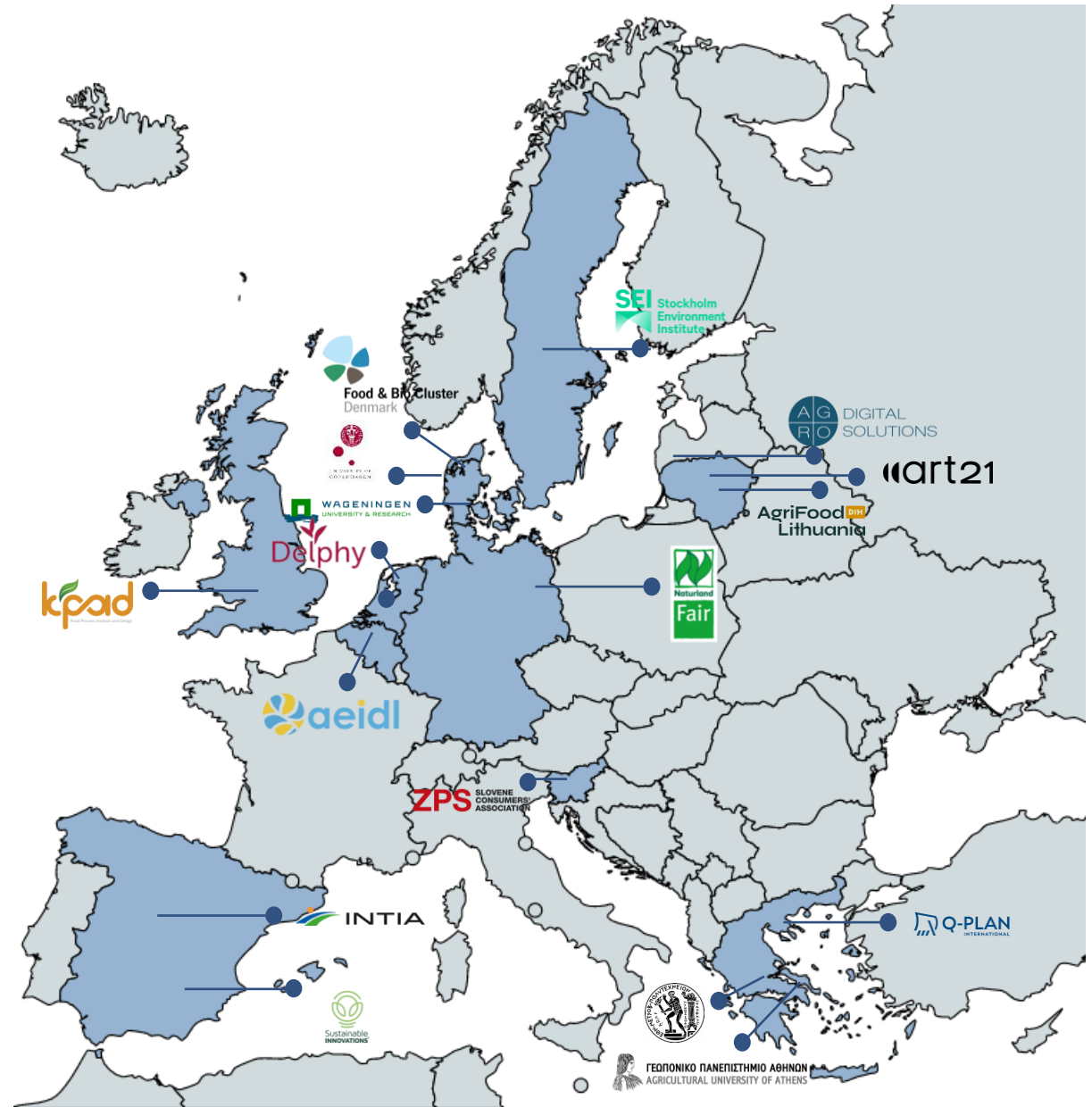
DURATION: 48 months

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.

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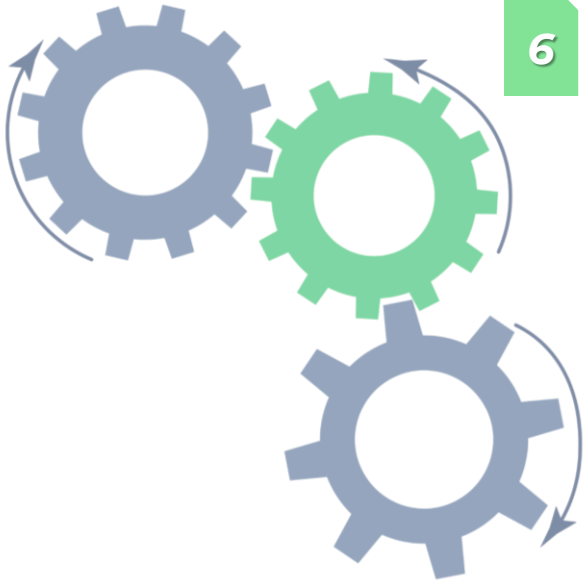
Design **fair value propositions for sustainable solutions** & develop a **portfolio of business models**.

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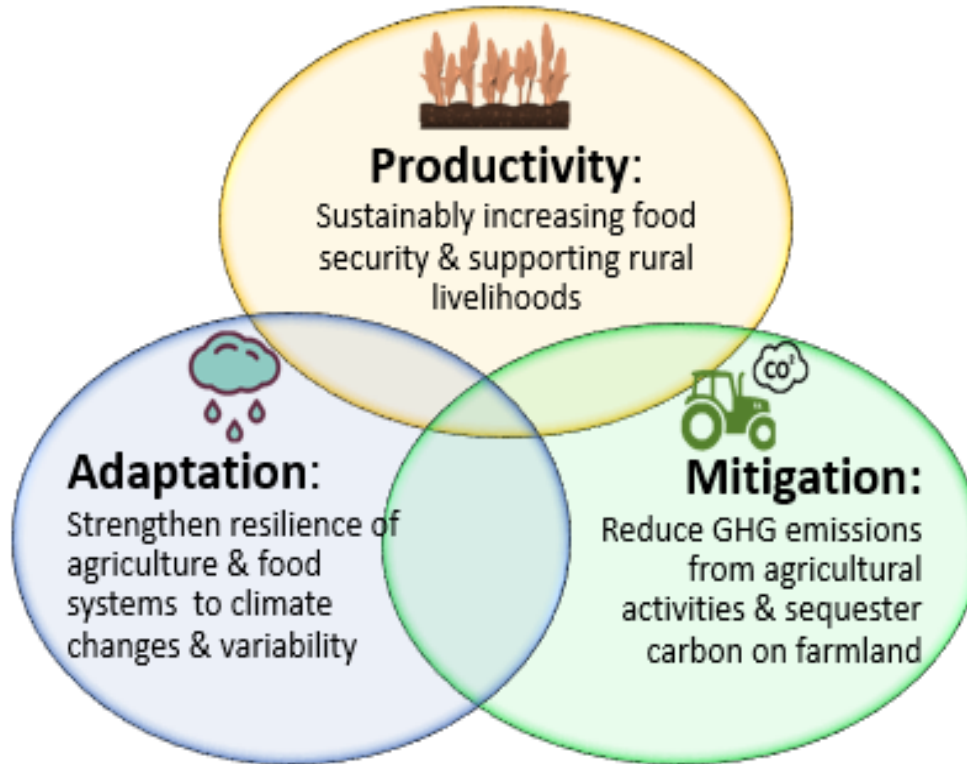
Formulate **fair policy recommendations** & develop **policy tools** to enable the **adoption** of **sustainable practices**.

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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.



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

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Thank you!

