

Green Deal Projects Support Office

3rd Webinar for Network of Multipliers

12 July 2023

Agenda

AGENDA ITEM

Time

Welcome and introduction (*Matthew Collings, GDSO*) 10:30

Latest activities and highlights (*Beatriz Mayor, GDSO*) 10:40

Selection of success stories from Green Deal Call projects 10:50

- **WATERLANDS**
- **CITYCLIM**
- **SILVANUS**
- **LOCALISED**
- **NeoGiant**
- **SchoolFood4Change**
- **SISTERS**
- **Agro2circular**
- **ClieNFarms**
- **GreenScent**
- **Socio Bee**
- **ENERGICA**

• Q&A 12:00

• Closing and feedback 12:10



Housekeeping rules

Please note that this event will be **recorded**. Therefore, please keep your **microphone muted** and **your camera turned off** during the plenary sessions unless otherwise stated.

Please use the chat to react, comment and ask questions related to the content of the sessions and use your microphone when given the floor.

If you have any technical issues, please send us a message in the chat or contact us at **support@greendealprojects.eu**



Introduction to the GD-SO Network of Multipliers

Matthew Collings, GDSO



Overview

- **Green Deal Projects Support Office (GD-SO)** is operated for DG RTD by Ecorys and Ricardo
- **Mission:** Facilitate coordination between the 73 projects funded under the Horizon 2020 Green Deal Call and maximise their positive impact in the longer term.
- **Timeline:** GD-SO will operate until November 2026
- **Key activities:** support GD projects in effective collaboration, provide networking and knowledge exchange opportunities to develop synergies, and help projects boost communication efforts of their results.



Green Deal Projects Support Office and helpdesk

Establish and manage working groups

Provide services and support within WGs (e.g. trainings, business plan development, sharing results)

Analytical work (impact assessment, ad-hoc support)

Events and networking (workshops, peer-to-peer, webinars)

Communication (Website, audio-visuals, network of multipliers)



Working Groups



Clean energy



Climate change
and biodiversity



Urban
environment
and mobility



Food and
health



Knowledge and
citizens



Introduction to the network of multipliers

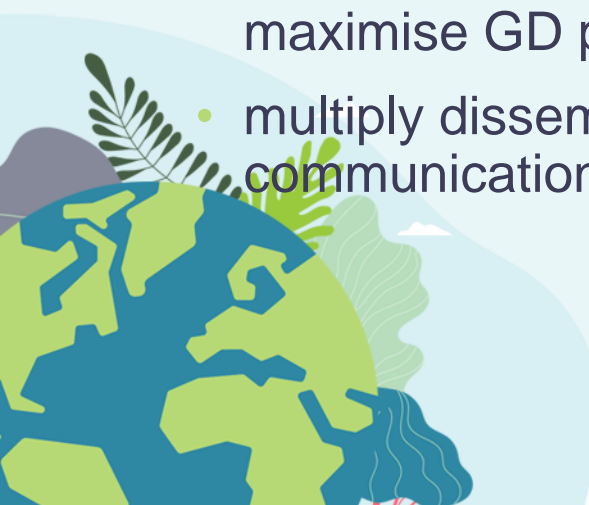
What is it?

A network of actors that may have an interesting in following and disseminating the progress of the GD projects, as well as connect to them for synergies and exchanges.

What is it for?

It is aimed to:

- allow these actors to follow the activities and results of the GDSO with the ultimate aim to maximise GD project impacts.
- multiply dissemination of the results by engaging the network in sharing and promoting communications



Structure of the network

- **National level:**
 - National contact points
 - National institutions promoting projects under the Green Deal
 - GD project leaders who can benefit from knowledge sharing
- **EU level**
 - GD related associations
 - GD related platforms and initiatives
 - EU projects from other calls (H2020/Horizon, PRIMA,...)



The role of the multipliers

- **Participate and benefit from learning**

- Invitation to a selection of GDSO activities
- Periodic updates and webinars to update on GDSO progress

- **Request/offer engagement**

- Projects may express interest to get connected to GD projects with common synergies

- **Maximise dissemination and impact**

- Share communication materials through your networks
- Share/tag content on social media

Make national research institutes/projects aware of the initiative so they can follow and benefit from the knowledge generated.



Latest activities and highlights from the Green Deal Call Projects

Beatriz Mayor, GDSO



Milestones of first semester of 2023

- **Call for success stories and challenges**
- Projects submitted success stories and common challenges
- Success stories published on the [GD-SO website](#)

- **Webinars: check the [GD-SO resources site](#)**
- [Webinar on Going green and digital: upskilling the EU for a competitive future](#)
- [Webinar on Digital Technologies for a sustainable system](#)

- **Reports and articles: [GD-SO resources site](#)**
- [Report on Citizen science within the framework of the Green Deal Projects](#)
- [Report on the Mission for Adaptation to Climate Change and opportunities for GD projects](#)



3rd round of WG meetings

- Development and update of Action Plan
- Presentation of projects' success stories
- Mapping common challenges
- Potential participation and organisation of joint events:
 - e.g. Green Week
 - European Week of Regions and Cities (promotions upcoming)

Delivering a net-zero world



21st
European Week of
Regions and Cities
Thriving Regions, Stronger Europe



Board of Coordinators meeting

- Projects meeting physically for the first time in Brussels
- Four breakout groups on

Challenges to Policy recommendations

Agreeing on methodologies
Access to relevant EU actors and policy developments
Best formats and practices to provide policy feedback

Mapping case studies

Challenges to coordinate case study partners
What information to prioritise when developing a map of case studies
Value: synergies, joint consultations and activities – reducing stakeholder fatigue

Board of Coordinators meeting

- Projects meeting physically for the first time in Brussels
- Four breakout groups on

Effective communication

Challenges to reach different types of audience and contacts
Efficient communication (info overload)
Importance of getting the EC and DGs involved to promote

Mapping common challenges

IPR: Open science vs intellectual property
Access to funding for wider stakeholder engagement and beyond project
Policy update
Efficient stakeholder engagement and bridging knowledge gaps

EXCHANGE EXPERIENCES AND KNOWLEDGE

Upcoming activities after the summer

- **Network of multipliers quarterly communication:** Update on calendar of events and registrations
- **WG videos online!** Videos for the 6 WGs uploaded on the GDSO website
- **Reports and articles:** Clean Energies, Health - [GD-SO resources site](#)
- **GDSO newsletter:** thematic info and project highlights. Register [here](#)
- **Webinar on clean energies:** info to be sent through the networks' communication and GDSO channels



Selection of success stories from Green Deal Call projects

- Beatriz Mayor, GDSO – moderator
- Green Deal Projects Panelists



**Climate change and
biodiversity success stories**

**New perspectives on
restoration through art:
the WaterLANDS Artistic
Engagement Residency**

PROJECT:



Presented by: Laoise Dillon



Problem/context

- **Artistic engagement residencies** at 6 restoration sites

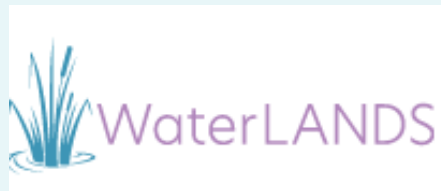
Why?

- To provide **new perspectives** on restoration
- To create **unique collaborations** to **involve communities** in creative process

Outputs

- **Ongoing engagement** at sites
- Encouraging stakeholder groups to **“see in a different way”**

Final collective exhibition: 2026



Success story highlights

- **492** applications for only 6 positions
- Outstanding **quality** and **diversity**
- Increased overall **public interest & engagement**

Impacts

- More **holistic understanding** of restoration:
 - Local communities, project partners, academics, policymakers & society
- Lasting **creative network** involved in **shaping restoration** beyond life of project

Lessons

- Involvement of local partners & external artistic expert – **fair selection process** grounded in **local context**
- **Continuity** and **complementarity** across network
- Demonstrates public appetite for **art-science collaborations**



Climate change and biodiversity success stories

Early prototype development of CityCLIM central cloud platform and data processors

PROJECT:



Presented by: Christine Liang



Context

- Major technological strides in product development
- Proof of concept for CityCLIM City Climate Services

Outputs

- Central cloud platform
 - Front-end for City Administration Services
- News article and TV segment for RTL Luxembourg

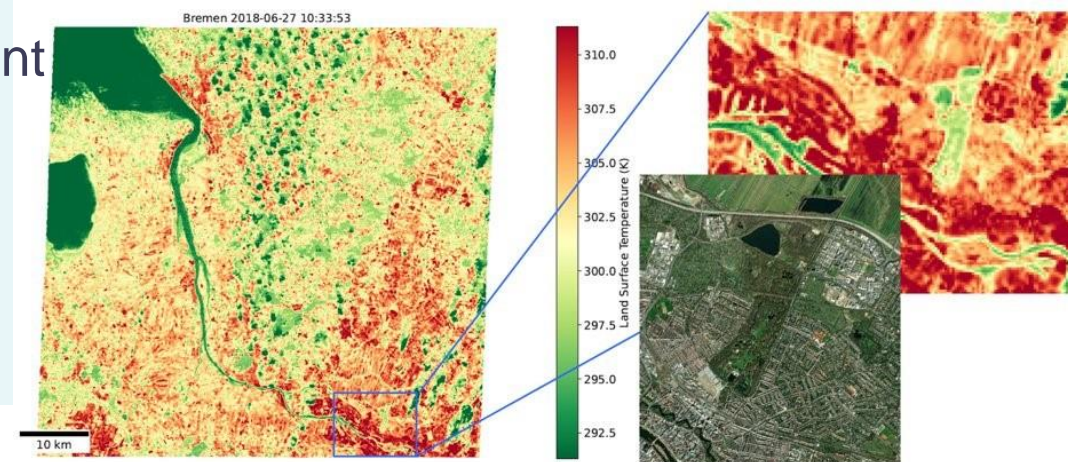
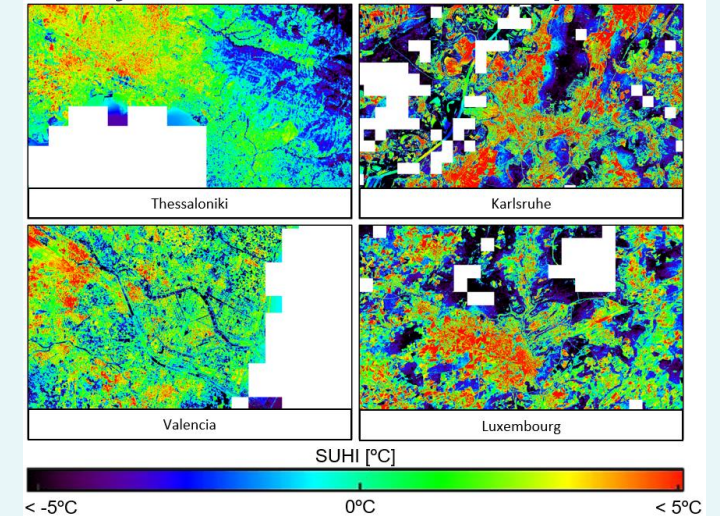


Success story highlights

- Early prototypes developed March 2023
- Initial rollout of City Administration Service Platform for testing
- Beginning of public advertisement for citizen engagement activities

Impacts

- Simulation model outputs
- Heat island identification
- Early detection for adaptation



Lessons

- Model accuracy and error
- Communication with pilot cities and 3rd party providers

Climate change and biodiversity success stories

[SILVANUS Integrated Technological and Information Platform: for Wildfire Management: Pilot Implementation and Citizen Engagement Campaign]



Presented by: Lovorko Marić



Problem/context

- To engage citizens and communities outside of the virtual online sphere on the SILVANUS project
- To demonstrate SILVANUS platform components and collect data through pilot implementations

Outputs

- 2 pilot implementations in Croatia and Slovakia

Successful testing of SILVANUS platform components e.g. far-edge IoT devices, Mesh in the Sky wireless communication system, use of drones and ground robots

First live citizen engagement exhibition and campaign in Rijeka, Croatia



Success story highlights

- SILVANUS citizen engagement exhibition is opened by the Mayor of Rijeka, Croatia, Chief Firefighting Commander, showing the support of the local administration
- Validation of SILVANUS platform components through the successful implementation of 2 pilots



Impacts

- An estimate of 6000 citizens were introduced to SILVANUS project (in a city close to the pilot location in Croatia), with accompanied television news coverage
- Efficient real-time collection of data and testing of components for the SILVANUS platform

Lessons

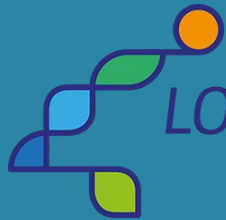
- Further validation of SILVANUS components will be needed in the next trial period
- Citizen engagement will require more campaigns to coincide with the pilots



Climate change and biodiversity success stories

SuperKPIs to face local SDGs and SEACAPs instruments at once

PROJECT:



LOCALISED

Presented by: Jordi Pascual



Problem/context

- Inconsistencies and **difficulties downscaling** SDGs targets indicators for assessment
- **Unlinked indicators** for SDG and SEACAP reporting, even they're key instruments at local level

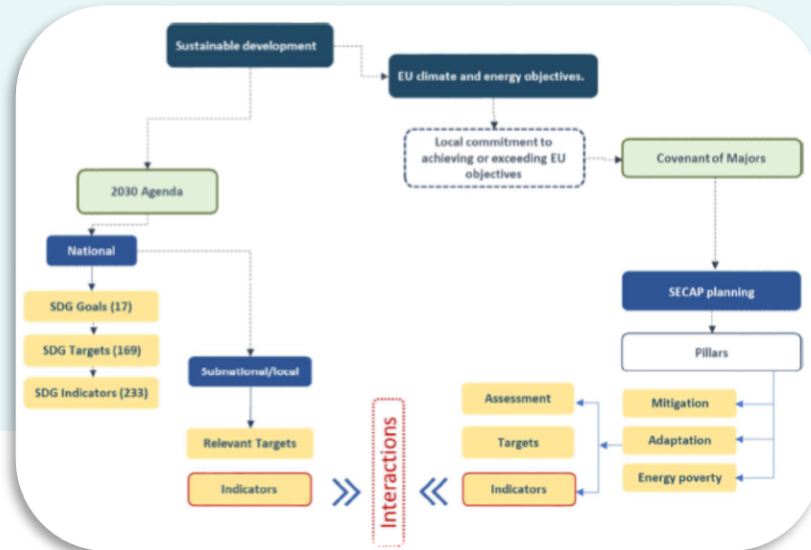
Outputs

- **Set of unique up to 100 Key Performance Indicators** to report the main SGD targets and relevant parts of the (BEI, RVA and EP) SEACAPs and monitor them for assessment



Success story highlights

- Harmonization of the two most powerful **instruments for the decarbonization** at local level, **SDGs and SEACAPs** through
- **Set of up to 100 unique KPIs** able to report both at the same time



Lessons

- **Harmonization** should be a must (beyond the local preferences)
- The challenge is to **agree** on this set of KPIs to allow for populate them and benchmark

Food success stories

The power of grape extracts:
antimicrobial and antioxidant
properties to prevent the use of
antibiotics in farmed animals

PROJECT:  NeoGIANT

Presented by: María Celeiro



Problem/context

- Agri-food byproducts
- Antimicrobial resistance (AMR)
- Animal diseases:
 - enterics in poultry
 - exudative epidermitis
 - bovine mastitis
 - aquaculture infections
- Human antimicrobial resistance

Outputs

Final products for farmers:

➤ **Functional Extracts** from white grape marc

➤ **Eubiotic feed**

Treatment products

Semen extenders



Success story highlights

- ☞ A **cost-efficient, sustainable and circular** solution
- ☞ **Decrease of antibiotics** in animal production
- ☞ **Animal welfare**
- ☞ **Human and animal health**
- ☞ A **new value chain** for the **wine sector**

Impacts

- Improving the overall **sustainability of food systems** as well as their **resilience**
- **Decreasing the dependency on antimicrobials** in animal production and aquaculture
- Providing **sufficient, safe, nutritious, healthy and affordable food** for all
- Reducing the **EU sales of classical antimicrobials for farmed animals and aquaculture** by 50% by 2030

Lessons

- Agri-food by products valorization
- Develop circular value chains in the agri-food sector
- One-health
- Decreasing AMR

Food success stories

Success story of on-site coaching and capacity building workshops for SchoolFood4Change cities and schools

PROJECT:



Presented by: Ilsa Phillips

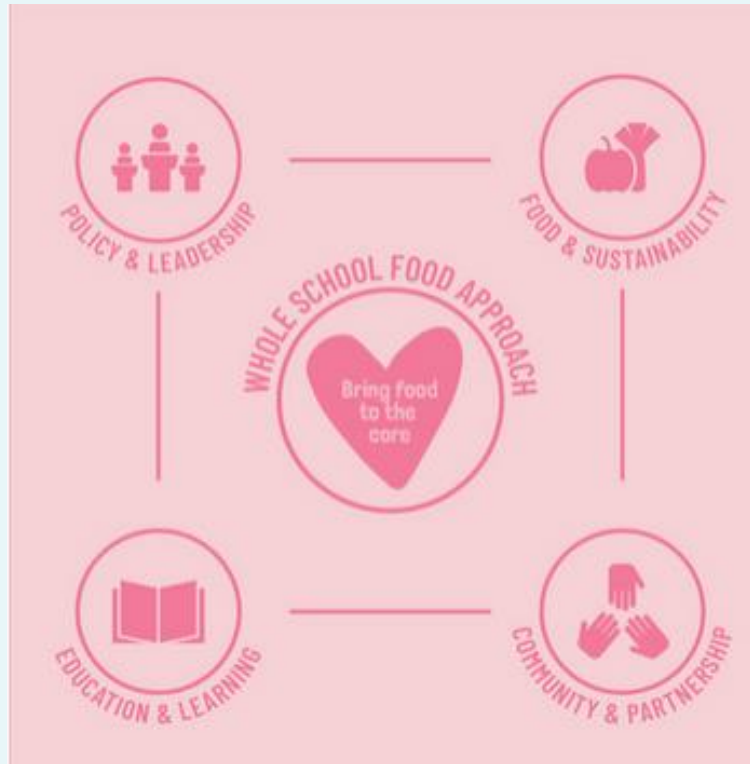


Context

- Implementation of the Whole School Food Approach (WSFA)

Outputs

- 7 on-site coaching workshops successfully performed in Germany, Austria, Estonia, Italy, France, Spain and Belgium
- Involving teachers, principals, catering companies, municipal (social) services, local governments



Impacts

- Large number of different stakeholders with different interests and roles gathered to discuss school meals
- Foundation for cooperation on WSFA was set

Lessons

- Bringing different stakeholders together (in-person) led to very fruitful exchanges and learnings
- Concrete thinking and productive discussions

Food success stories

Data integration system to support an agrifood waste upcycling solution

PROJECT:



Presented by: Fuensanta Monzó



Problem/context

- Lack of digitisation to ensure that information is correctly acquired and transferred between the various actors in the value chain of a circular scheme

Outputs

Beta version:

- Plastic data flow tested by all stakeholders treating the residues.
- Organic waste flow architecture for traceability.
- Plastic value chain statistics to **support decision making**



Success story highlights

Digital tool to support two value chains for industrial waste upcycling

- Traceability tool + multi-criteria predictive/decision tool: big data/machine learning
- ICT tools that create a cloud-based technological platform
- Ensuring and guaranteeing all information with Blockchain technology
- Flexible: to be replicable

Impacts

- Certification enabler
- Circular business enabler
- Optimisation of circular solutions: environmentally, economically, socially

Lessons

- Digital tools are indispensable for connecting the value chain
- Technical solutions exist, but the main obstacle is the involvement of all stakeholders

Food success stories

REGIONEO. Short Chain Platform

PROJECT:



Presented by: Carolina Peñalva



Problem/context

- SISTERS project aims to reduce food loss and waste in the main stages of the Food Value Chain in Europe through innovations targeted to each stage of the chain.

Outputs

- Regioneo is an App, low tech, low price, ready to use solution to help fruit and vegetables producers to sell directly at the lowest price



Success story highlight

- To provide a portal to primary producers to directly sell to consumers their fresh produce (mainly fruits & vegetables) that do not meet the standards for their regular commercialisation (size, shape, calibre...).

Impacts

- to diminish the common food losses in agriculture
- to enable the farmer to monetise their efforts
- promoting circular bioeconomy
- savings for consumers

Lessons

- High resources needed to find end users to test the platform.



Food success stories

The Creative Arena on Dairy Farming in Ireland: Building a common approach for climate solutions



ClieNFarms
Climate Neutral Farms

PROJECT:

Presented by: Daniel Zimmer, EIT Climate-KIC



Problem/context

- The agriculture sector is responsible for a significant share of current GHG emissions.
- Farmers and their farm have a **big role to play** for carbon sequestration, and solutions exist.
- Challenge to **integrate in a holistic vision** the different players to find **shared solutions** (technical, financial, organisational, ...) and to allow for a clear, transparent **way to measure and reward farmers' effort**.



Impacts

- Conversation started with Irish Dairy ecosystem/value chain stakeholders.
- Lessons learnt for replication in all the ClieNFarms farm networks (I3S).
- The emerging solutions will be proposed and tailored for Lead Commercial Farms (LCF).

Outputs

- Development of Creative Arena methodology.
- Identification of solutions to reduce GHG emissions and increase carbon sequestration on dairy farms in Ireland.
 - Discussion on solution impact and suitability, and support required for implementation.

Success story highlights

The Creative Arena: a space for stakeholders to discuss climate neutrality solutions in farming together.

Jan 2023: 1st workshops with 35 farmers, advisors, researchers and industry actors of the dairy sector in Ireland.

Participatory tools such as role playing allowed rich discussions.

Emerging solutions will be proposed and tailored on Lead Commercial Farms

Lessons

The success of the Creative Arena for co-creation depends on:

- a robust conceptual framework,
- A robust and customisable solution list to discuss,
- a good mix of stakeholders and especially local farmer participation,
- a good range of tools with which to generate engagement and interaction.



Knowledge and citizens

Knowledge as a service / widening participation

**GREEN
SCENT**

SMART CITIZEN EDUCATION
FOR A GREEN FUTURE

PROJECT:

Presented by: Pilar Orero



Problem/context

- Engaging with students and citizens outside the consortium
- Validate and disseminate project results

Outputs

- Competence Knowledge Graph
- Competence Questionnaire
- External Pilot Protocol



Success story highlights

- A light version of the pilot protocol supported by “knowledge as a service” approach foster the engagement of external projects and institutions

Impacts

- Projects, Schools and Associations external to the consortium involved in experimentation and validation of GreenSCENT outputs
- Project visibility and relevant synergies

Lessons

- Design “knowledge interfaces” for external stakeholders engagement
- From project outputs to knowledge services



Knowledge and citizens

115 citizens from 3
European cities contributing
in the design process

PROJECT:



Presented by: Evangelos V. Kopsacheilis



Problem/context

The development of an effective approach able to impose **ethical Behavioural Change** through Citizen Science (CS) for improved **Pollution Monitoring & Distribution** in urban areas

Outputs

- A prototype platform (incl. mobile app) to produce/receive CS-driven campaigns for **improved air-quality indices in urban areas**



Success story highlights

- Increased **citizen involvement** in the technology shaping through input during its design
- Enabling citizens for **Citizen Science campaigns**

Impacts

User-friendly technology that targets the actual needs of the citizens, and thus, **increases the adoption & behavioural change**

Lessons

The **continuous involvement of end-user & stakeholders, throughout the lifecycle** of a product, even from the start, provides evidence for the success



Clean Energy success story

Freetown waste Transformers – Awareness campaign

PROJECT: **ENERGICA**

Presented by: Oriane Ollivier



Problem/context

- Freetown = 1.2 million inhab
- Dual problem:
 - Inefficient waste collection
 - Inadequate electricity supply



Freetown Waste Transformers (FWT) engaging with the Freetown City Council and the Freetown Metropolitan Police

Impacts

- Raised awareness of issues linked to poor waste management
- Interest of the public for the digitalisation of waste sector

Outputs

- Public engagement
- Workshops
- DortiBox App

Success story highlights

- Radio talk show
- Public stakeholders
- Waste management actors
- Community engagements

Lessons

- Public interested in better practices of waste management and energy access
- Raising awareness:
 - Right audience
 - Right means



FWT awareness campaign in the Aberdeen community about the DortiBox App



Two-days Workshop for waste management sector organised by FWT

Q&A

- Type your questions in the chat or raise your hands



Closing

Matthew Collings, GDSO





Give us your feedback!!

- Feedback survey
- <https://survey.alchemer.eu/s3/90590901/GD-SO-3rd-Network-of-Multipliers-meeting-feedback-copy>