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Martin Lukáč	Executive Board Member	Approve	12.10.2022
Rym Ayadi	Executive Board Member	Approve	12.10.2022
Bhim Bahadur Ghaley	Executive Board Member	Approve	12.10.2022
Eike Lüdeling	Executive Board Member	Approve	12.10.2022
Julian Schwabe	Executive Board Member	Approve	12.10.2022
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DEC	Websites, patents, filing, etc.	X
DEM	Demonstrator	
O	Other	

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CO	Confidential, only for members of the consortium (including the Commission Services)	



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More information on the project can be found at: <http://agroreforest.eu/>

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EXECUTIVE SUMMARY

REFOREST - Agroforestry at the forefront of farming sustainability in multifunctional landscapes in Europe is an Horizon Europe project. It brings together a group of 16 entities from 10 European countries with multidisciplinary expertise in agriculture, forestry, data and financial management.

The project's primary mission is to foster innovation and knowledge exchange and provide novel solutions to empower farmers in Europe and associated countries to deliver to multiple objectives: food production, carbon capture, and biodiversity. Agroforestry is an auspicious land use type, allowing farmers to continue producing food while significantly improving the environmental sustainability of their operations. Integration of trees into agricultural business contributes to a host of ecosystem services, lowering the environmental and social impact of food production. Past research has attempted to foster the renaissance of agroforestry in Europe, resulting in a sizeable knowledge base and modelling capability. The most critical barriers to agroforestry adoption in Europe relate to lack of knowledge, the impact of tree planting on farm business, and unclear policy support positioned between agriculture and forestry. We will employ a co-creation and multi-actor approach as our fundamental research method to place agroforestry systems in the right balance of farm productivity, socio-economic viability and sustainability. We will maximise the use of existing knowledge and data, utilise agroforestry living labs built upon foundations laid by previous projects, and establish a stakeholder and actor engagement platform to enable knowledge transfer, training and innovation. This project will prioritise enhancing knowledge exchange and transfer, enabling the integration of carbon and biodiversity finance in farm business models, and by proposing targeted policy interventions as solutions to overcoming barriers to agroforestry expansion.

The current deliverable presents general information on the website followed by screenshots of the website outlining all website pages. The website has been online since Sept 2022 at the following address: <https://agroreforest.eu/>.

The website content will be updated until the end of the project and the domain will be maintained for 3 years after its end.

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LIST OF ACRONYMS AND ABBREVIATIONS

Abbreviation	Definition
CZU	ČESKÁ ZEMĚDELSKÁ UNIVERZITA V PRAZE
EMEA	EURO MEDITERRANEAN ECONOMIST ASSOCIATION
INAGRO	INAGRO, PROVINCIAAL EXTERN VERZELFSTANDIGD AGENTSCHAP IN PRIVAATRECHTELIJKE VORM VZW
UCPH	KØBENHAVNS UNIVERSITET
OSA	OGÓLNOPOLSKIE STOWARZYSZENIE AGROLESNICTWA
UBO	RHEINISCHE FRIEDRICH-WILHELMS-UNIVERSITÄT BONN
TRAKIA UNI	TRAKIYSKI UNIVERSITET
EP	EVROPROJECT OOD
UMR	PHILIPPS UNIVERSITÄT MARBURG
SOE	SOPRONI EGYETEM

DeFAF	DEUTSCHER FACHVERBAND FUR AGROFORSTWIRTSCHAFT (DEFAF) EV
FarmTree	FARMTREE BV
UREAD	THE UNIVERSITY OF READING
ORC	PROGRESSIVE FARMING TRUST LTD LBG

GENERAL INFORMATION

At the beginning of the project, in August 2022, the REFOREST domain name was acquired (<https://agroreforest.eu/>) and a draft website went live. As of September 2022, the website was fully developed for September 2022. In collaboration with all partners and close cooperation with the Project Coordinator, CZU, EP has designed and developed the project's website and will update and maintain it throughout the project's duration, including 3 years after the project's end. Thus, project partners, key stakeholders and the public will have access to the knowledge and data accumulated during the project even beyond its timeframe.

WEBSITE GOALS AND OBJECTIVES:

The website has the following goals:

- Raise awareness on the project's thematic, objectives, activities and results,
- Increase the visibility of the project and its partners,
- Build understanding of the project's thematic,
- Enable effective communication between the project and external stakeholders, the press and the wider public,
- Enable synergies and engagement with the project's activities,
- Facilitate the exploitation of the project's results.

MONITORING, STATISTICS AND PERFORMANCE

Website's performance, metrics, statistics, trends, and the impact of each activity performed on the website, will be periodically analysed via Google Analytics. This will inform project partners of:

- Unique users count visiting the website,
- Average visit time and bounce rate,
- Languages and locations of visitors,
- Number of page views and average page views per visit,
- Top landing page and bounce rate for different pages.

Google Analytics data will be regularly analysed (every month as part of the internal Work Package Status Reports) and amendments made to improve the user experience.

To improve the user experience and performance in organic search results the website will be optimised via:

- Keywords and meta tags: Primary keywords will be targeted for each website page,
- Content optimisation and submission: page titles are created, strategic search phrases are placed on pages, page URLs will be optimised, title tags will be optimised,
- Social media share buttons will be installed,
- Testing and measuring: active usage of Google Analytics to further improve the website's performance.

SITEMAP

The website presents the project in detail through a modern website with the following sub-sections:

- Home
- The Project
 - About
 - Activities
- Partners
- Living Labs
- Reforest hub/platform
- Results
- News
 - News
 - Events
- Resources
 - Promotional Material
 - Newsletter
 - Press Releases
- Contact us

HOME

The home page of the website provides access to major sections of the project by scrolling as you can see hereunder:

- The website's navigation tab:



Figure Nr. 1: Website – Navigation Tab

- An intro slider:

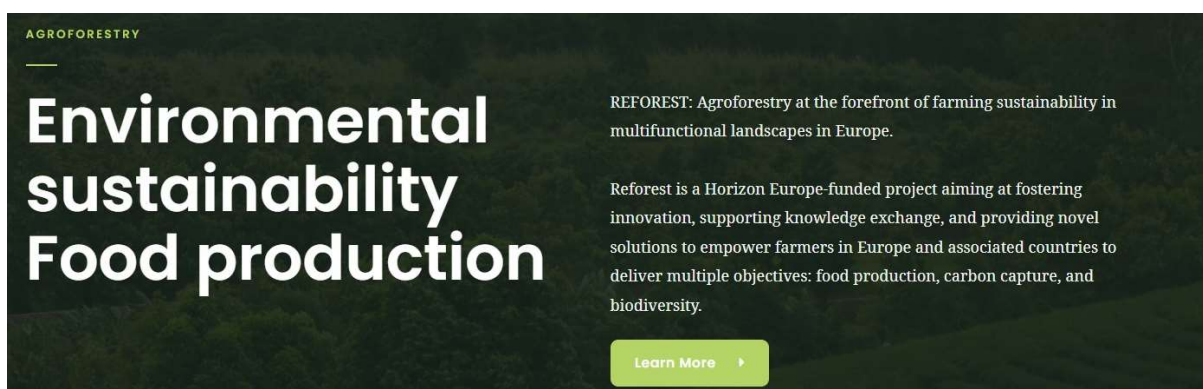


Figure Nr. 2: Website – Intro

- Short information on the project's main ideas and objectives:

Enhancing knowledge exchange and transfer, REFOREST proposes targeted policy interventions as solutions to overcoming barriers to agroforestry expansion


Integration of trees into agricultural business contributes to a host of ecosystem services, lowering the environmental and social impact of food production.

Employing co-creation and multi-actor approach REFOREST places agroforestry systems in the right balance of farm productivity, socio-economic viability and sustainability. The project maximises the use of existing knowledge and data, utilises agroforestry living labs built upon foundations laid by previous projects, and establishes a stakeholder and actor engagement platform to enable knowledge transfer, training and innovation.




Figure Nr. 3: Website – Project Description


- An overview of the Living labs that will be used as main tools for gathering data on farm business performance and crop/animal productivity:



Business success



Food production




Multifunctional landscapes


Living labs

Real-life examples of environmental sustainability & successful business models


[Enter The Labs](#)




Czech Republic




Belgium




Bulgaria




Hungary



Germany



Denmark



United Kingdom

Figure Nr. 4: Website – Living Labs

- A quote from the coordinator summarising the main idea of the project:

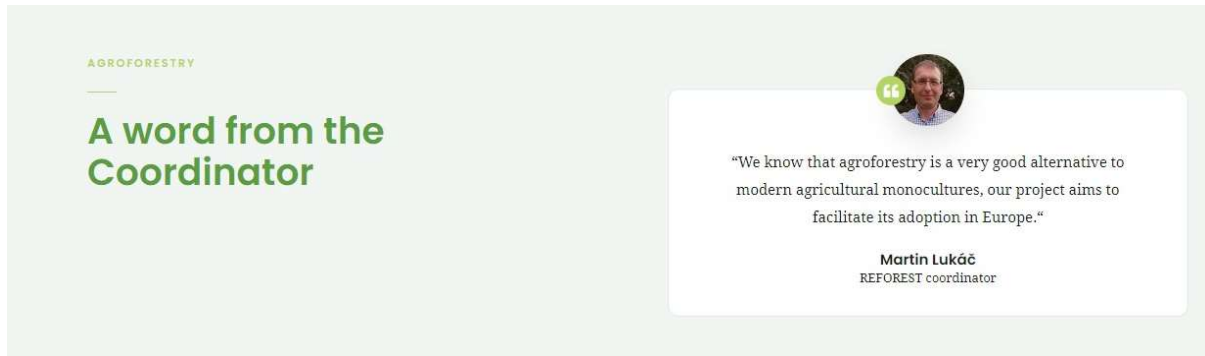


Figure Nr. 5: Website – Quote

- Footer providing the disclaimer and linkages to the project's social media.

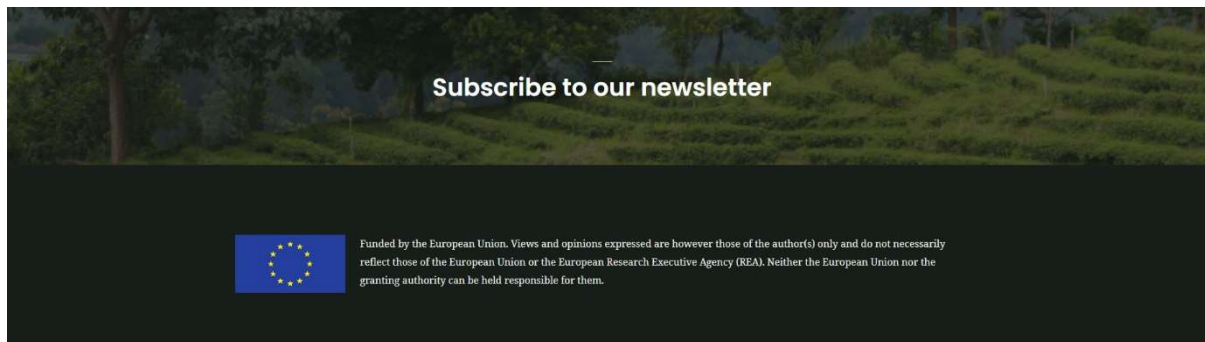


Figure Nr. 6: Website – Disclaimer

- Data Policy

The data policy opens from the home page's footer and outlines information on how the website will deal with any personal data and comply with GDPR regulation.

THE PROJECT

The project section has two subsections:

- About

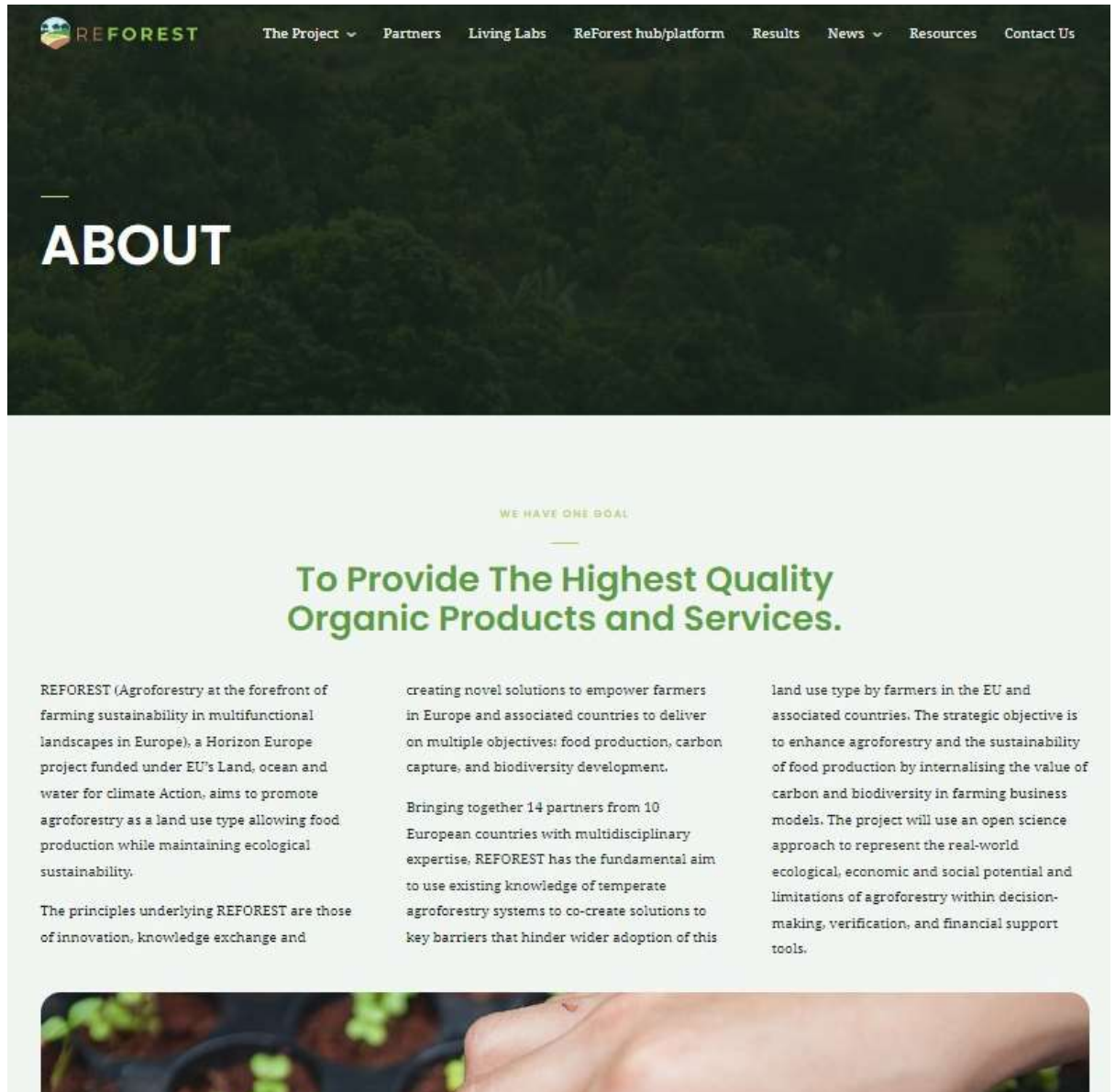


Figure Nr. 7: Website – Project - About

- Activities – overview of the range of activities to be performed during the full timeframe of the project displayed in an interactive format.
 - Main View

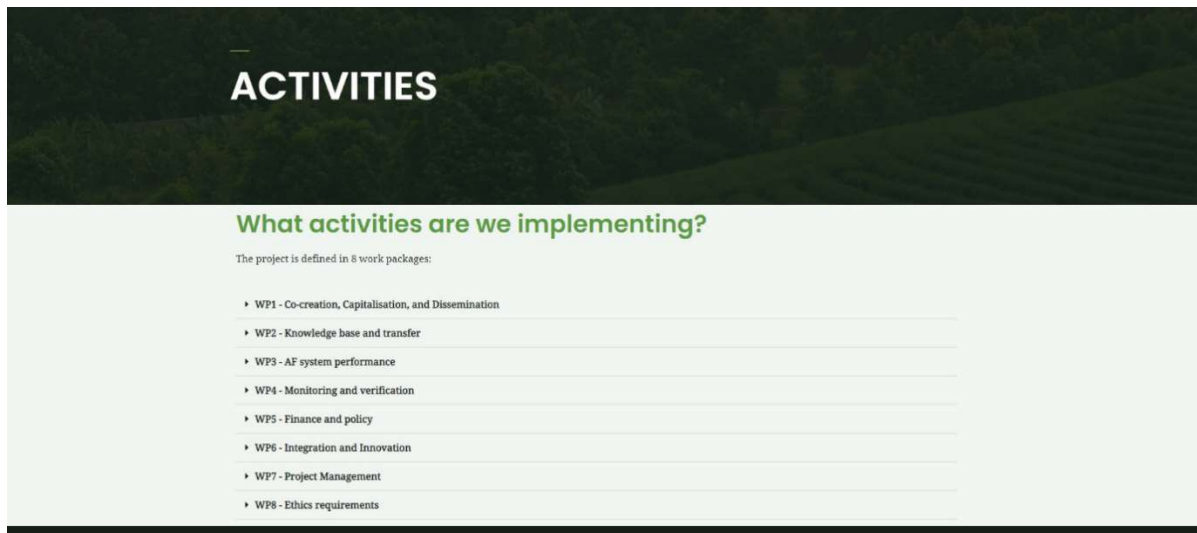


Figure Nr. 8: Website – Project – Activities – Main View

- View when additional information has been displayed

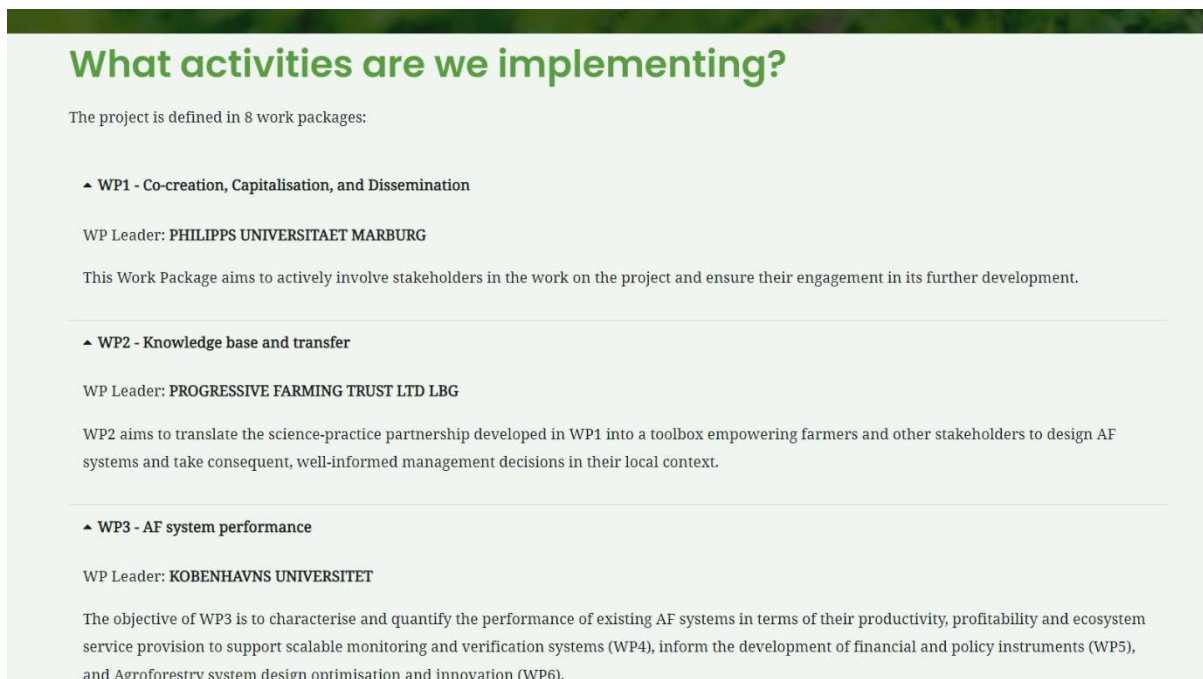


Figure Nr. 9: Website – Project – Activities – Additional Information

PARTNERS

The partners section lists all 16 partners providing additional information on the description of the organisation, the role of the organisation within REFOREST as well as partner's social media accounts.

- Main view

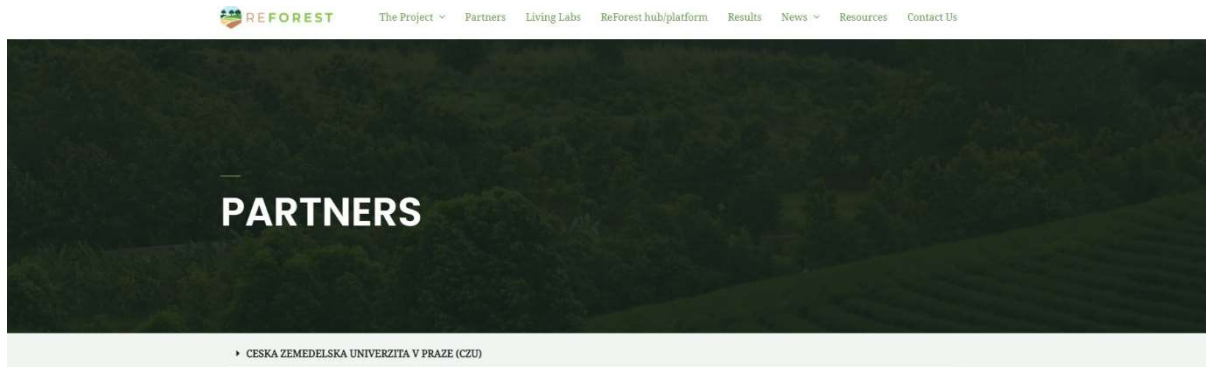


Figure Nr. 10: Website – Partners – Main View

- View when an information on a partner has been displayed



Figure Nr. 11: Website – Partners – Detailed View

LIVING LABS

Overview of the 7 living labs and the activities and data associated with each of them that will be gathered during the full timeframe of the project displayed in an interactive format. As additional information becomes available the information will be displayed for each living lab.

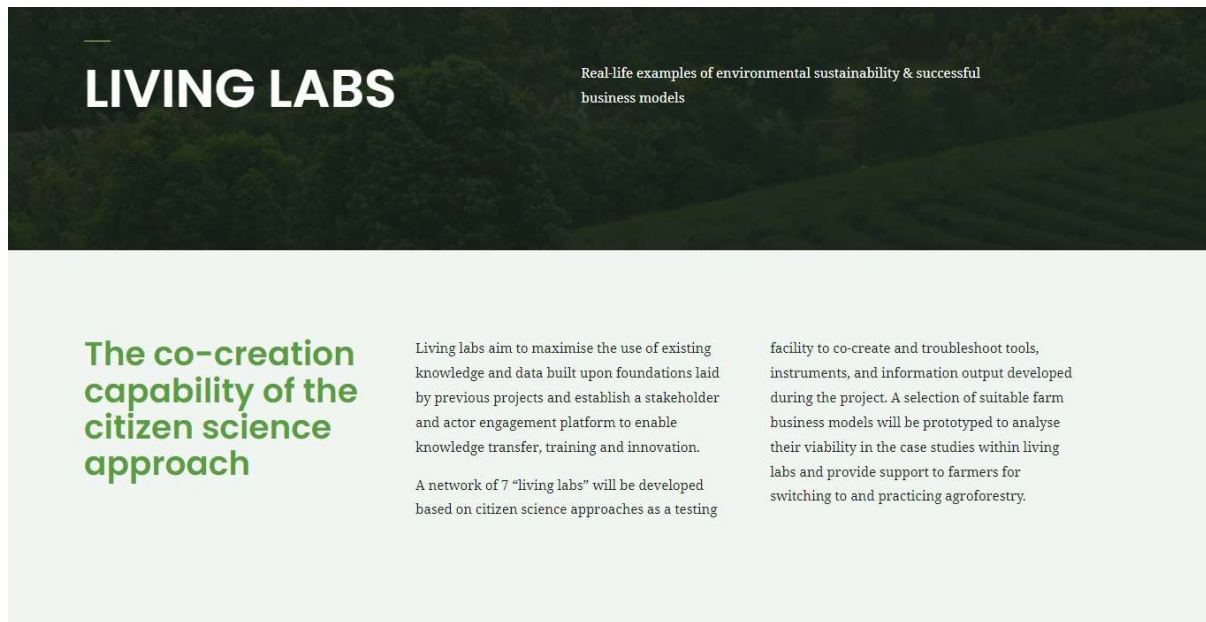


Figure Nr. 12: Website – Living Labs - Summary



Figure Nr. 13: Website – Living Labs – Detailed View

REFOREST HUB/PLATFORM

The project website will serve as one of the main entrances to the Platform developed as a result of WP2 Knowledge base and transfer. This will not be a separate page but a hyperlink to the platform.

RESULTS

Results will be gradually uploaded in the course of the project. As project deliverables become available, they will be timely uploaded to this section.



Figure Nr. 14: Website – Results

NEWS

- News

ReForest Project: novel solutions to deliver multiple objectives. food production, carbon capture, and biodiversity

Uncategorized / By adminKHjV

ReForest Project Officially Started On The 1st Of July 2022 And The KoM Was Held On 12-13 September In Prague



REFOREST (Agroforestry at the forefront of farming sustainability in multifunctional landscapes in Europe), a Horizon Europe project funded under EU's Land, ocean and water for climate Action, aims to promote agroforestry as a land use type allowing food production while maintaining ecological sustainability.

The principles underlying REFOREST are those of innovation, knowledge exchange and creating novel solutions to empower farmers in Europe and associated countries to deliver on multiple objectives: food production, carbon capture, and

Figure Nr. 15: View when the article has been clicked on

- Events

Information in this section is still not available. Once it becomes available it will be displayed as a calendar.

RESOURCES

Resources section contains information on the promotional material (open to download), newsletters and press releases.

- Promotional Material – reference and easy download of project's related visual material include logos (variations), introductory presentation and other marketing collateral as they become available
- Newsletter – to be added when the first newsletter has been released
- Press releases – project-related press releases

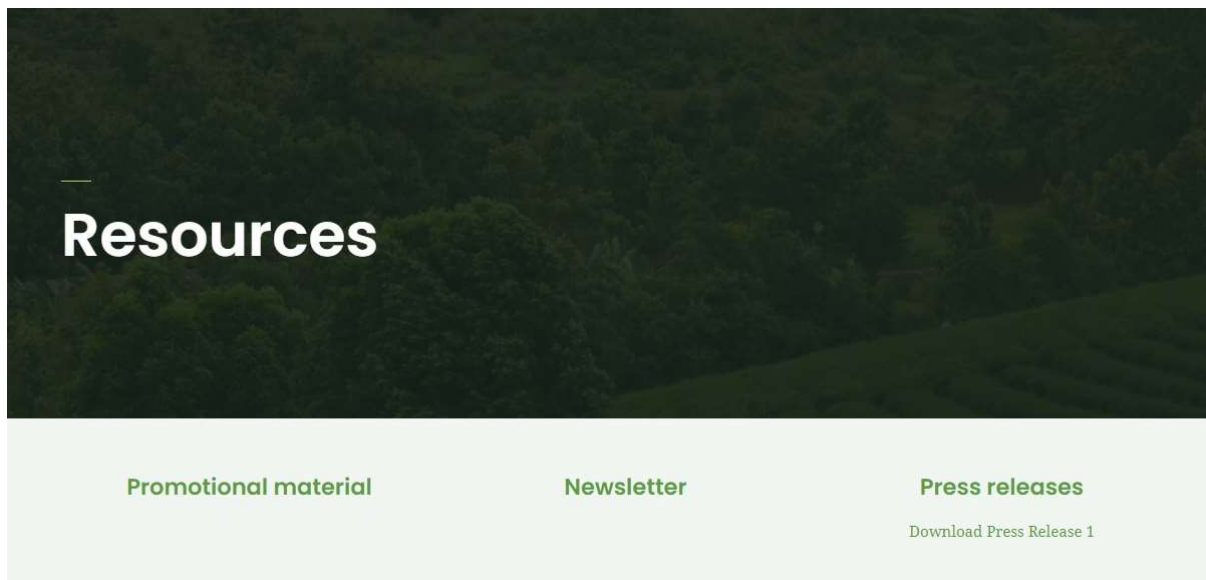


Figure Nr. 16: Website – Resources



PRESS RELEASE NR. 1 –

14 INSTITUTIONS JOIN FORCES IN A NEW
HORIZON EUROPE PROJECT FOCUSING ON
EXPANSION OF AGROFORESTRY

ReForest - Agroforestry at the forefront of farming sustainability in multifunctional landscapes in Europe - is a 4 year-long Horizon Europe project, bringing together 14 institutions from 10 European countries with extensive expertise in this field. The consortium will focus on supporting agroforestry in Europe and removing the barriers preventing its wider use. The project coordinator is the Faculty of Forestry and Wood Sciences of the Czech University of Life Sciences Prague, represented by the Department of Forest Management.

"We know that agroforestry is a very good alternative to modern agricultural monocultures, our project aims to facilitate its adoption in Europe."

Martin Lukáč, ReForest coordinator

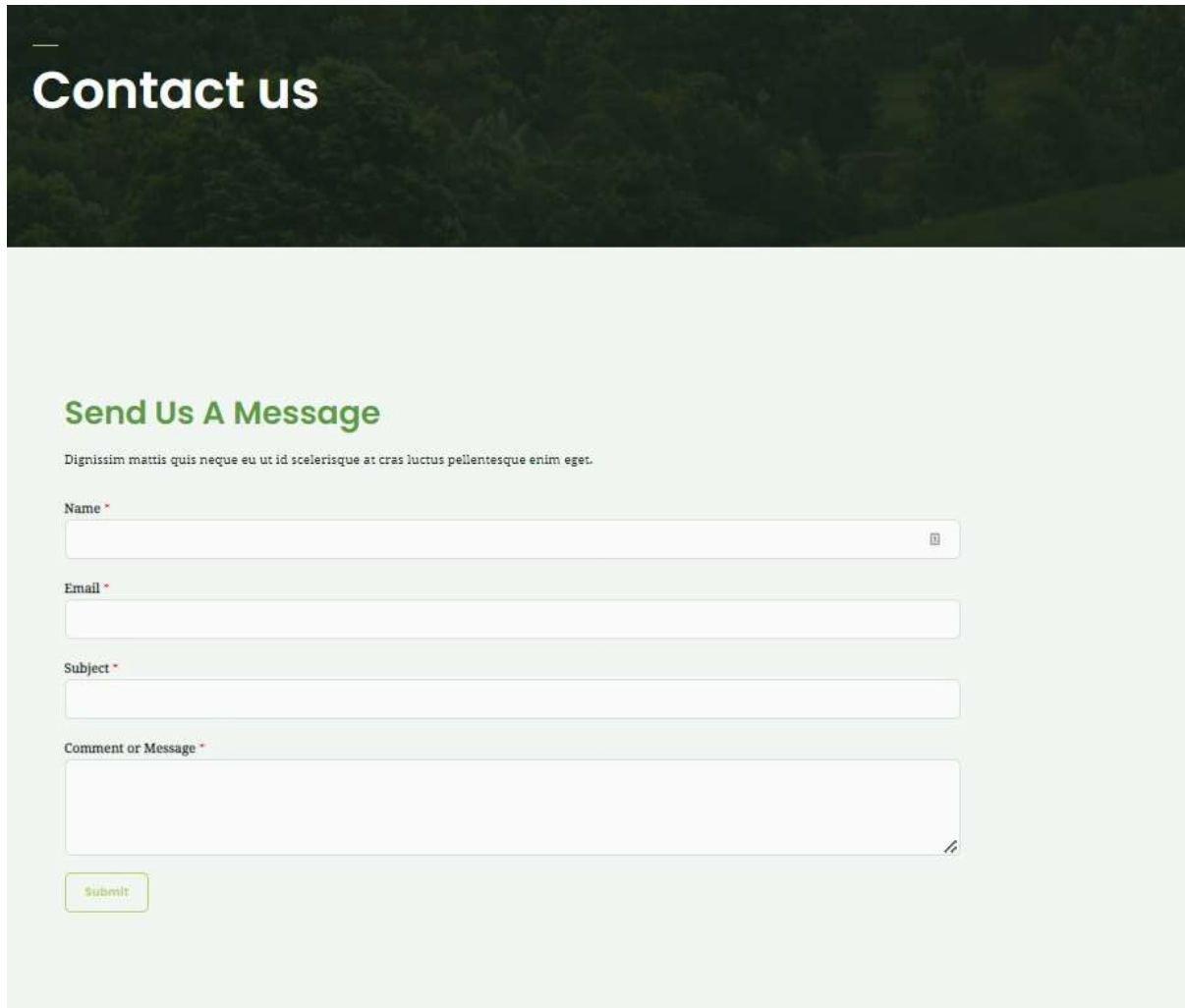
What is agroforestry? Agroforestry is a method of farming that combines the cultivation of woody plants with some form of agricultural production. Crop or animal production integrates tree cover on one plot of land, expanding the range of benefits farmers and society gain from it. Current barriers to expanding agroforestry, such as lack of support, knowledge and experience, are common to most conventional agricultural and land management approaches in Europe. The ReForest project aims to create conditions where agroforestry becomes one of the most attractive land management systems.

Recent research shows that agroforestry is capable of enhancing numerous ecosystem services, their provision typically far exceeds that delivered by conventional agriculture. ReForest will use existing knowledge of temperate agroforestry systems to co-create solutions to key barriers that hinder farmers'

Figure Nr. 15: Website – Press release 1 detailed view

CONTACT US

Conventional contact submission form is included with an "I am not a robot" feature as an alternative to the e-mail contacts given on the footer of the home page.



Contact us

Send Us A Message

Dignissim mattis quis neque eu ut id scelerisque at cras luctus pellentesque enim eget.

Name *

Email *

Subject *

Comment or Message *

Submit

Figure Nr. 15: Website – Contact Us