HarvRESt
Greener Farming with RES

D3.5

# HarvRESt Strategy for multi-actor engagement and awareness creation in agro communities (Final Version)

25 / 06 / 2026

Funded by
the European Union

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## PROJECT INFORMATION

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|---|---|
| ACRONYM | HarvRESt |
| PROJECT NAME | Harnessing the vast potential of RES for sustainable farming |
| PROGRAMME | Horizon Europe |
| TOPIC | HORIZON-CL6-2023-CLIMATE-01-7 |
| TYPE OF ACTION | HORIZON Research and Innovation Actions |
| PROJECT NUMBER | 101136904 |
| START DAY | 1 January 2024 |
| DURATION | 36 months |

## DOCUMENT INFORMATION

| | |
|---|---|
| TITLE | D3.5 HarvRESt Strategy for multi-actor engagement and awareness creation in agro communities (final version) |
| WORK PACKAGE | WP3 |
| TASK | Task 3.2 |
| LEAD PARTNER | WR |
| CONTRIBUTORS | CIRCE, UVic-UCC, NORCE, ENG, VdV, ACSA-Sorigué, TCA, CONFAGRI, GGE, FBCD, CKIC |
| DATE | 25 / 06 / 2026 |
| DISSEMINATION LEVEL | Public |

## DOCUMENT HISTORY

| VERSION | DATE | CHANGES | RESPONSIBLE PARTNER |
|---|---|---|---|
| 0.1 | 05/06/2026 | N/A | WR |
| 0.2 | 08/06/2026 | Feedback | All partners involved |
| 0.3 | 19/06/2026 | Updates | WR |
| 1.0 | 25/06/2026 | Final format changes | CIRCE |

## DISCLAIMER

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HarvRESt's methodology (GA No 101136904) for the stakeholder engagement strategy builds on existing expertise, tools, and templates developed internally by White Research while also considering European Commission guidelines and best practices available in the literature. Part of the standard methodology adopted has already been developed in previous research projects where White Research was a beneficiary, such as the iPRODUCE (GA No. 870037) project. This approach ensures optimal resource allocation, uniformity and adherence to project requirements. Ad hoc and tailored modifications were integrated into the methodology used by HarvRESt to comply with GA conditions, EU recommendations and project specificities. This report presents the adjusted methodology as it was further developed and applied within HarvRESt.

# TABLE OF CONTENTS

# ABBREVIATIONS

| | |
|---|---|
| ARC | Awareness-raising Campaigns |
| CHP | Combined Heat and Power |
| DSS | Decision Support System |
| EU | European Union |
| GA | Grant Agreement |
| GDPR | General Data Protection Regulation |
| GHG | Greenhouse Gas |
| KPI | Key Performance Indicator |
| MASAF | Ministry of Agriculture, Food Sovereignty and Forestry |
| MCDA | Multi Criteria Decision Analysis |
| NGO | Non-Governmental Organization |
| PV | Photovoltaic |
| Q&A | Questions & Answers |
| R&D | Research & Development |
| RES | Renewable Energy Sources |
| ROI | Return on Investment |
| RTO | Research and Technology Organisations |
| SME | Small and Medium Enterprise |
| STEM | Science, Technology, Engineering and Mathematics |
| UC | Use Case |
| WP | Work Package |

# EXECUTIVE SUMMARY

This report presents the final version of D3.5, the HarvRESt strategy for multi-actor engagement and awareness creation in agro-communities. It consolidates the methodology, implementation results and lessons emerging from the stakeholder engagement and awareness-raising activities carried out under Tasks 3.1 and 3.2 across the project's five Use Cases in Italy, Denmark, Spain and Norway.

HarvRESt supports the integration of renewable energy sources (RES) in European agriculture, helping farms and agro-communities reduce carbon emissions, improve resource efficiency, diversify income, and strengthen the sustainability of agricultural production. D3.5 consolidates the work carried out under Task 3.1 (stakeholder engagement through warm-up events) and Task 3.2 (awareness-raising campaigns), building on the methodology first set out in D3.1.

Within this framework, Task 3.1 focused on the design and implementation of warm-up activities for various stakeholders which are relevant for the five HarvRESt Use Cases. The warm-up activities have been designed with the purpose of gaging the perspectives, needs and concerns of key stakeholders, creating awareness of the project, and facilitating early mobilization of stakeholders. These activities were prepared in line with guidelines developed by WR and adapted to the specific local contexts, and stakeholder profile of each Use Case.

Meanwhile, Task 3.2 focuses on the development and design of targeted awareness-raising campaign to lead to higher understanding and social acceptance of RES in agriculture. The ARCs were developed based on guidelines developed by WR and based on designated Action Plans for each Use Case developed by Use Case partners under the guidance of WR. The ARCs successfully extended the project's reach through a diverse mix of channels including conferences, trade fairs, social media, press releases, videos, and media coverage, with each campaign being tailored to its local context and Use Case specifications.

Overall, as part of T3.1, nine warm-up events were executed across all five Use Cases, organised as two rounds while as part of T3.2, five awareness-raising campaigns (ARCs) were implemented across all of the Use Cases. Direct engagement activities facilitated as part of the ARCs and the warm-up activities have reached a total of 803 participants representing six stakeholder groups including stakeholders from the agri-sector, the investment and innovation ecosystem, academia and the scientific community, civil society, policymakers, as well as public administration. Together, these activities helped to build trust with stakeholders and significantly increased the visibility of the project, and contributed to raising awareness of the benefits and opportunities associated with renewable energy integration in agriculture.

A key learning that has emerged from both tasks and across all activities is that stakeholder engagement is most effective when activities are locally tailored and demonstration-based, and when stakeholders are involved early and continuously through multi-actor formats that shift dialogue that address practical realities that are relevant for the individual Use Cases.

# 1. INTRODUCTION

## 1.1 Purpose and scope

The integration of renewable energy sources into agriculture is not solely a technical process. Its feasibility and uptake are also shaped by stakeholder awareness, access to reliable information, economic considerations, regulatory conditions, local priorities and the capacity of different actors to coordinate their actions. Multi-actor engagement is therefore central to the HarvRESt approach, as it brings together farmers, agricultural organisations, energy and technology providers, researchers, public authorities, civil society actors and other relevant stakeholders whose knowledge, decisions and resources influence RES deployment at farm level. By creating opportunities for knowledge exchange, consultation and collaboration, this approach supports the development of solutions and implementation pathways that are better aligned with territorial needs and agricultural realities.

**This deliverable presents the final consolidated methodology and sets of engagement actions developed and implemented under WP3 to promote the acceptance of renewable energy sources (RES) and to foster collaboration within agro-communities.**

D3.5 builds on the strategic and methodological framework established in D3.1 and reports how this framework was operationalised across the five HarvRESt Use Cases through the activities implemented under Tasks 3.1 and 3.2. This deliverable integrates lessons learned from the implementation of the first round of warm-up events and provides a validated approach to engaging key stakeholder groups, including farmers, energy cooperatives, public authorities, and local energy industries.

As the final version of this deliverable, D3.5:

- consolidates the stakeholder engagement methodology adopted in HarvRESt;
- presents and validates the core engagement and awareness-raising actions deployed across the Use Cases;
- demonstrates how these actions contribute to increasing acceptance of RES and strengthening collaboration at local level;
- identify recurring implementation challenges, enabling factors and cross-cutting lessons; and
- formulate recommendations for the continuation of stakeholder-oriented activities during the remaining project period and for the future uptake and replication of HarvRESt results.

## 1.2 Background and relation to D3.1 (first version)

D3.1 established the initial stakeholder engagement strategy, including the common stakeholder classification, the influence and impact prioritisation approach, the Use Case-specific engagement strategies, and the preliminary action plans for warm-up events and awareness-raising campaigns. These elements were informed by the socio-economic and framework-condition analysis undertaken in WP2, bilateral exchanges with the Use Case teams and the knowledge of local stakeholder ecosystems held by project partners.

D3.5 reflects the transition from strategy design to implementation, monitoring and methodological refinement. The initial framework was applied through two rounds of warm-up events in each Use Case and through awareness-raising campaigns combining communication-based and event-based activities. During

implementation, stakeholder mappings and engagement priorities were validated, activity formats and messages were adapted to local circumstances, and evidence was collected through common reporting templates, an internal activity tracker, supporting communication material and regular exchanges with Use Case partners.

The final deliverable therefore retains the common principles established in D3.1 while incorporating the practical experience generated across the Use Cases. Its assessment focuses on documented implementation, stakeholder and territorial coverage, available participation and reach indicators, reported stakeholder insights, and the lessons emerging from the activities. This provides a more evidence-based understanding of how the strategy functioned in practice and of the elements that should be retained, adapted or strengthened in future stakeholder engagement and awareness-raising.

This deliverable is closely linked to (Figure 1):

- Task 2.2, which analyses socio-economic context, needs and framework conditions in target rural areas informing the design of stakeholder engagement activities;
- Task 2.5 (Use Case Working Groups), which benefit from early stakeholder mobilisation;
- Task 3.1, under which warm-up events were designed and implemented as core engagement actions;
- Task 3.2, as insights from early engagement inform awareness-raising campaigns;
- technical work packages, where stakeholder feedback supports alignment with real-world needs and constraints.

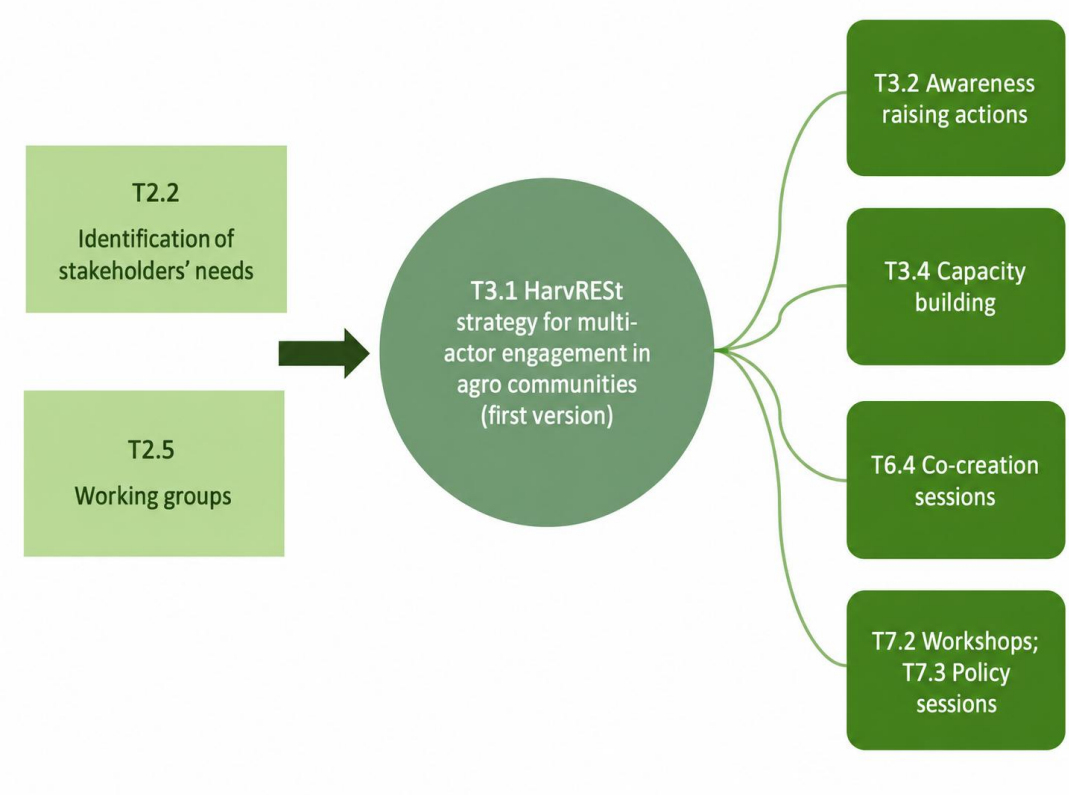


Figure 1. Interconnections between T3.1 and HarvRESt workplan

Together, these activities ensure coherence between engagement methodology, awareness actions, and technical development throughout the project.

## 1.3 Structure of the deliverable

The deliverable is structured as follows:

- Chapter 2 presents the stakeholder engagement methodology and core engagement actions;
- Chapter 3 documents the implementation of engagement activities and analyses results per Use Case;
- Chapter 4 synthesises the main learnings and formulates recommendations;
- Chapter 5 concludes the report;
- Chapter 6 includes supporting annexes.

# 2. METHODOLOGY

The HarvRESt stakeholder engagement and awareness-raising strategy was developed and implemented through a structured, multi-step methodology applied consistently across all five Use Cases. These phases were supported throughout by a common monitoring, reporting and consolidation framework which enabled WR to track the process, gather and analysis the evidence, and compare lessons across the five Use Cases. Figure 2 summarizes the methodological approach, which will be detailed in the following subsections of this chapter.

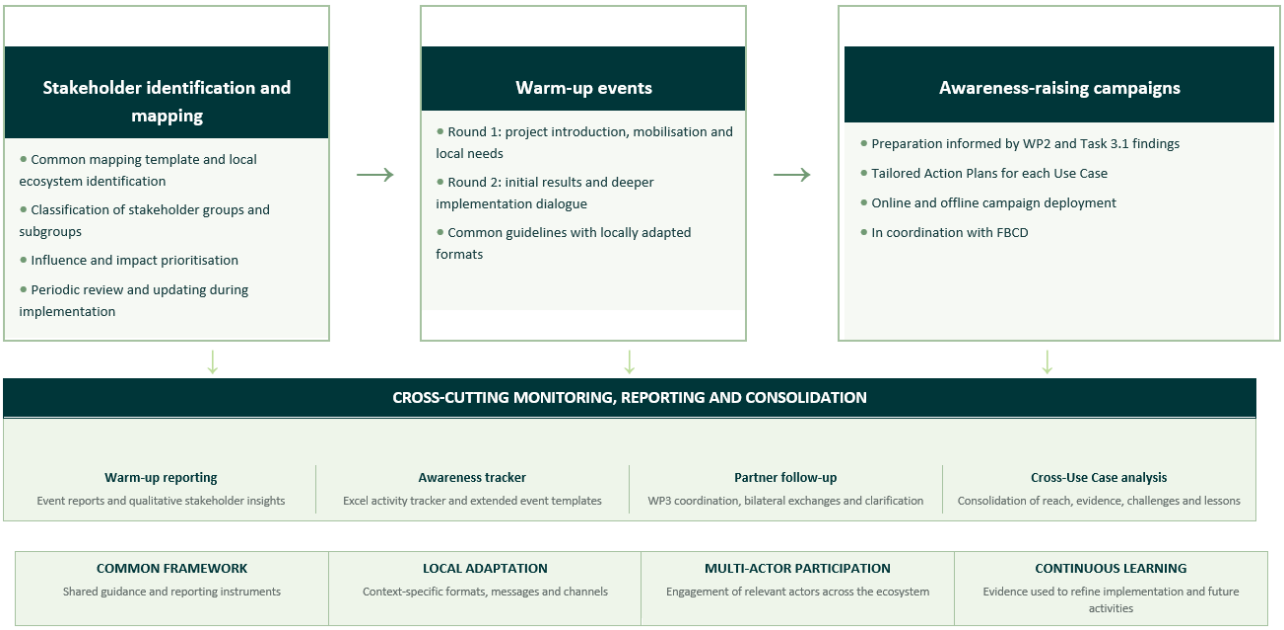


**Figure 2. HarvRESt Methodology for stakeholder engagement and awareness raising**

## 2.1 Stakeholder Identification and Mapping

The process began with a systematic stakeholder identification and mapping exercise. A common template was circulated to all Use Case partners, who provided information on their respective local stakeholder ecosystems. Building on an initial classification developed at project level, the stakeholder groups and subgroups were progressively refined through partner input and updated throughout implementation. The mapping process was periodically reassessed to capture newly relevant actors, reflect changes in local priorities and reduce the risk of excluding stakeholder groups with a potential interest in, influence on or exposure to HarvRESt activities and outcomes.

The resulting stakeholder ecosystem operationalises the project's multi-actor approach by providing a consistent classification framework across all Use Cases, while retaining sufficient flexibility to account for differences in regional context, technological focus and stakeholder availability. It also supported the subsequent prioritisation of stakeholders according to their influence on project implementation and the potential impact of HarvRESt outcomes on each group. The final and updated stakeholder ecosystem is presented in Figure 3 and serves as the methodological reference for assessing stakeholder coverage, representation and the evolution of engagement priorities across the project:


**Figure 3. HarvRESt Stakeholder Ecosystem**

The different stakeholder groups have been mapped in a matrix using as a basis the EC's Toolkit for the evaluation of communication activities (2017)[1]. The matrix (Figure 4) can help visualise and determine the level of importance of the stakeholders and is based on two dimensions:

- Influence refers to the capacity of a stakeholder to affect the achievement of the project results. For instance, stakeholders have a high level of influence if they control technical, financial, scientific or human resources that are needed to implement some activities.
- Impact refers to the effect the project has on each specific group of stakeholders.

[1] European Commission, 2017. Toolkit for the evaluation of the communication activities. Directorate General for Communication. V. February 2017. Available: https://commission.europa.eu/system/files/2019-10/communication-evaluation-toolkit_en.pdf

Building upon this classification, pilot-based strategies for stakeholder engagement have been developed and are presented below, focusing on the specific context and needs of each Use Case.

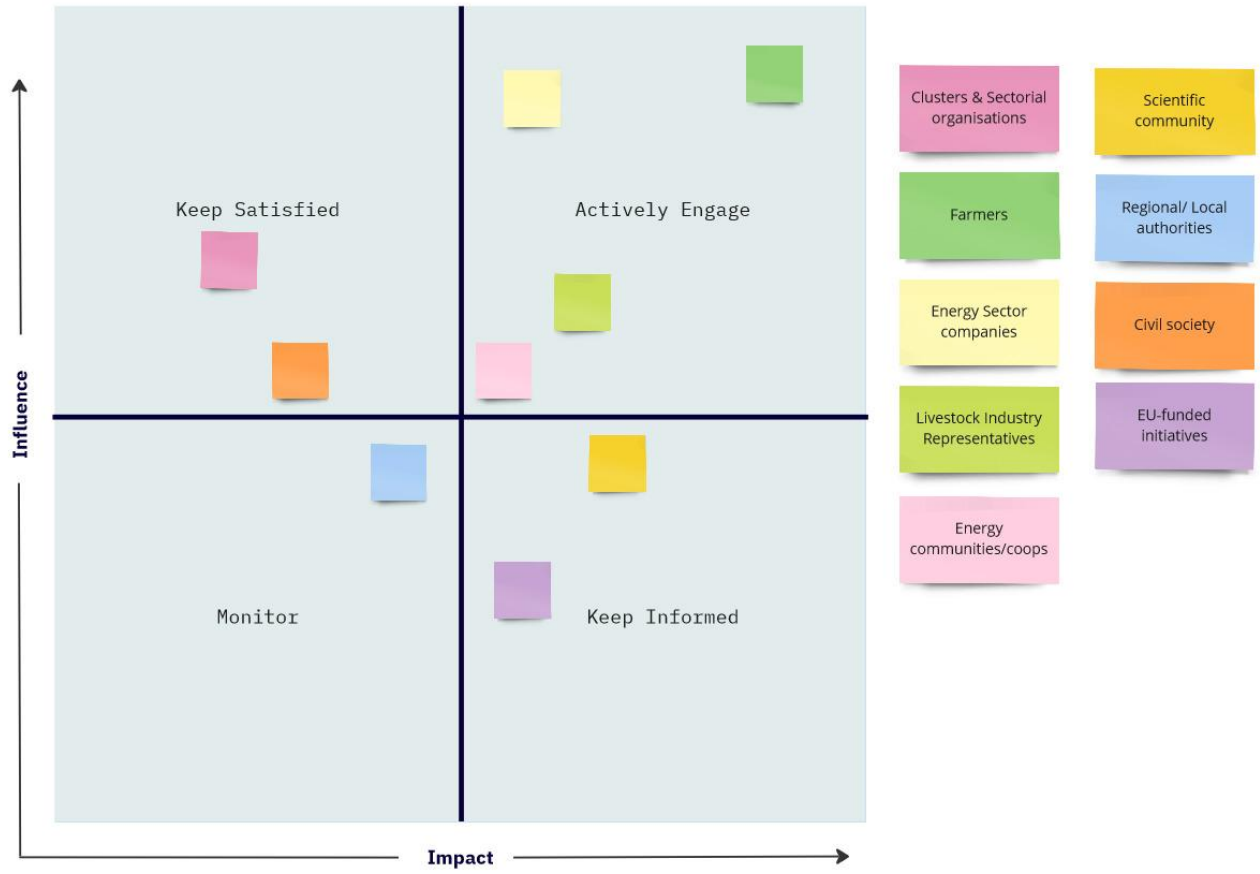


Figure 4. HarvRESt Stakeholder classification matrix

## 2.2 Warm-Up Events (Task 3.1)

The HarvRESt warm-up events were designed and envisioned as dynamic and diverse engagement moments with the main goal of promoting HarvRESt's vision and attracting further mobilisation of key local actors. They constituted the basis for subsequent project activities such as the awareness-raising campaigns (T3.2), guaranteeing a cohesive and impactful engagement process across all HarvRESt Use Cases. The overall objectives of the warm-up events were to i) **introduce HarvRESt** in each of the local se case areas, ii) **foster stakeholder engagement** and attract **further mobilisation** of the local actors, iii) **promote knowledge sharing** and exchange by disseminating best practices and showcasing HarvRESt solutions and technologies, and iv) **promote networking** by initiating or reinforcing existing collaboration and synergies.

As the leader of WP3, WR developed comprehensive guidelines and reporting templates to organise the warm-up events. The Guidelines provided detailed information on the nature of the warm-up events, their objectives, how to organise the sessions, identify the right stakeholders, etc. Finally, WR prepared a Reporting Template to be used by all Use Cases and their RTOs to capture the main takeaways of each warm-up event. Two rounds of warm-up events were organised in each Use Case:

- Round 1 focused on introducing the project, mobilising local stakeholders, and collecting feedback on local needs, barriers, and priorities

- Round 2 built on Round 1 findings by presenting initial project results and deepening discussions around implementation pathways, business models, and deployment challenges.

The implementation of the two rounds of warm-up events followed a common timeline across all Use Cases, covering event preparation, delivery and subsequent reporting. Table 1 summarises the implementation schedule applied during the task.

**Table 1. Action plan for the warm-up events for all HarvRESt Use Cases**

| Action | Who | When |
|---|---|---|
| Share event plan and agenda (4 – 6 weeks before each event) | All Use Cases & RTOs | M7 – M18 (1st Round)<br>M18 – M29 (2nd Round) |
| Event organisation and implementation phase | All Use Cases & RTOs | M7 – M18 (1st Round)<br>M18 – M29 (2nd Round) |
| Fill out workshop reporting templates and send them to WR | All Use Cases & RTOs | Max 2 weeks after the warm-up |

## 2.3 Awareness-Raising Campaigns (Task 3.2)

The awareness-raising campaigns implemented under Task 3.2 aimed to increase understanding of renewable energy sources in agriculture, communicate their potential benefits and limitations, and support informed engagement among the stakeholder groups identified in each HarvRESt Use Case. The methodological approach built on the framework established in D3.1 and incorporated the findings of Task 2.2, particularly the analysis of local framework conditions, stakeholder needs, perceptions and barriers to RES uptake.

The campaigns were developed and implemented through four sequential phases:

- **Preparatory phase:** findings from WP2 and the stakeholder engagement work under Task 3.1 were reviewed and discussed with the Use Case partners through bilateral exchanges and co-design sessions. This phase supported the identification of locally relevant communication needs, stakeholder groups and campaign priorities.
- **Design phase:** tailored awareness-raising Action Plans were prepared for each Use Case, defining the target audiences, key messages, communication formats, channels, timing and responsibilities. The plans reflected the specific technological focus, stakeholder ecosystem and socio-economic context of each Use Case.
- **Deployment phase:** the campaigns were implemented through a combination of online and offline activities, including social media communication, newsletters, press releases, stakeholder meetings, workshops, conferences, trade fairs and other locally relevant events. The selection of channels and materials was adapted to the audiences addressed and coordinated, where relevant, with FBCD as the project's Dissemination and Communication Manager.
- **Reporting and consolidation phase:** Use Case partners documented the implemented activities, communication outputs, available reach indicators and supporting evidence through common reporting tools. WR consolidated these inputs to enable comparison across Use Cases and to identify common implementation lessons, challenges and areas requiring further attention.

The use of a common methodological and reporting framework ensured consistency across the project while allowing the campaigns to remain responsive to local circumstances. The results of the campaigns, including their implementation, reach, supporting evidence and cross-cutting lessons, are presented in the following sections of this deliverable. Table 2 summarises the implementation schedule applied during the task.

Table 2. Action Plan for the Capacity Building Program for all HarvRESt Use Cases

| Action | Who | When |
|---|---|---|
| Preparatory Phase (training needs analysis) | WR, CIRCE, BETA, Suite5, CKIC, ENG, and all Use Cases & RTOs | M13 – M16 |
| Preparation of capacity-building modules | WR, CIRCE, BETA, Suite5, CKIC, ENG | M16 – M19 |
| Implementation and reporting of training workshops carried out by RTOs | All Use Cases & RTOs | M19 - M29 |
| D3.3 HarvRESt capacity building material | WR | M30 |

## 2.4 Monitoring and evaluation framework

The implementation of the warm-ups and awareness-raising actions was monitored through a combination of standardised reporting instruments, internal tracking tools and regular coordination with the Use Case partners. The framework was designed to provide a consistent basis for documenting activities across the five Use Cases while retaining sufficient flexibility to capture differences in local context, activity format, target audiences and available evidence.

The monitoring framework covered the principal stages of implementation, from the identification and prioritisation of stakeholders to the preparation, delivery and reporting of warm-up events and awareness-raising campaigns. It served three main purposes: to follow progress against the planned activities and timelines; to document participation, outreach, outputs and stakeholder insights; and to identify implementation challenges, emerging needs and adjustments required during the task.

### Warm-up events reporting template

A dedicated Warm-up Events Reporting Template, included in Annex 7.1, was used to document the two rounds of activities implemented under Task 3.1. The template was completed by the responsible Use Case partners and supporting RTOs following each event and submitted to WR for review and consolidation.

The template captured:

- general information on the event (date, location, organisers, and stakeholder groups represented);
- a qualitative description of the event's objectives and relevance to HarvRESt;
- detailed remarks on stakeholder contributions, discussion dynamics, and key messages emerging from the event;
- an evaluation section addressing success factors, challenges encountered, stakeholder feedback, and potential improvements;
- documentation of dissemination and communication efforts related to the event.

### Awareness-Raising Campaigns Reporting

The awareness-raising activities implemented under Task 3.2 were monitored through a dedicated Excel-based tracker developed by WR and shared with all Use Case partners. The tracker served as the central reporting instrument for documenting both communication-based and event-based activities across the five Use Cases.

Partners recorded the date and type of activity, target audiences, communication channels and formats, key messages, outputs produced and, where available, participation figures, reach indicators, links and supporting materials. The tracker covered actions such as social media posts, newsletters, press releases, videos, webpages, stakeholder meetings, demonstration events, conferences and trade fairs.

For activities requiring more detailed documentation, including field visits, technology showcases and demonstration events, WR provided an extended reporting template. This captured the objectives and format of the activity, stakeholder participation, key discussions, feedback, implementation challenges and lessons learned.

Together, the tracker and extended templates provided an overview of the breadth of activities implemented while also capturing qualitative insights from direct stakeholder interactions.

# 3. IMPLEMENTATION OF ENGAGEMENT ACTIVITIES

D3.5 consolidates the final reporting of two complementary WP3 tasks: T3.1, focused on multi-actor engagement through warm-up events, and T3.2, focused on awareness-raising campaigns to increase understanding and acceptance of RES in agro-communities. While the two tasks had distinct objectives, they were mutually reinforcing and build on one another: warm-up events supported direct dialogue and stakeholder feedback, while awareness-raising campaigns extended outreach through targeted messages, communication channels and locally adapted activities. The following sections present the results of both tasks, reporting on the format, implementation, and outcomes of the warm-up events across both rounds and all five Use Cases, followed by an overview of the awareness-raising campaigns carried out at Use Case level.

## 3.1 HarvRESt warm-up events

Table 3 provides an overview of the implementation status of both rounds of warm-up events across the five Use Cases. All planned warm-up events were successfully implemented, with the exception of the second warm-up event in the Spanish VdV-VRT Use Case, which was postponed due to adverse weather conditions and low anticipated attendance. The event is scheduled to be organised at a later date as part of WP6 activities, and more details on this matter are provided in section 3.1.2 Round 2 (M19-M29): results & analysis(p. 23).

**Table 3. Implementation status warm-up events**

| Use Case | Round 1 status | Round 2 Status |
|---|---|---|
| Italy | Implemented | Implemented |
| Denmark | Implemented | Implemented |
| Spain - VdV-VRT | Implemented | Cancelled, new event pending |
| Spain - ACSA | Implemented | Implemented |
| Norway | Implemented | Implemented |
| **Stakeholders engaged** | **204** | |

### 3.1.1 *Round 1 (M7-M18): results & analysis*

The first round of warm-up events successfully fulfilled its role as a foundational engagement action across all HarvRESt Use Cases (Table 4). The events enabled early stakeholder mobilisation, validated the relevance of the engagement methodology defined in D3.1, and generated actionable insights to steer subsequent awareness-raising and technical activities.

Across the five Use Cases, the warm-up events demonstrated that early, dialogue-oriented engagement is critical for promoting acceptance of RES in agro-communities. Stakeholders responded positively to engagement formats that combined project introduction with open discussion, practical demonstrations, and site-specific examples. Despite differences in context, governance structures, and RES technologies, a number of consistent patterns emerged.

The first round reached a broad and diverse range of stakeholder groups, including farmers, local and regional public authorities, energy providers, technology suppliers, agri-food actors, and research and advisory organisations.

Participation patterns revealed that:

- Farmers and practitioners were most engaged when discussions focused on concrete operational impacts, economic viability, and real-life demonstrations.
- Public authorities, particularly at municipal level, showed strong interest when engagement addressed planning, land-use decisions, and policy-related constraints.
- Energy actors and technology providers contributed actively when events highlighted integration challenges, grid issues, and business models.

Events that included interactive dialogue or site visits consistently generated deeper engagement and more substantive feedback than presentation-only formats.

Table 4. Summary of first round of warm-up events

| Use Case | Date | Location | Participants |
|---|---|---|---|
| Italy | 6 November 2024 | Ecomondo Fair, Confagricoltura booth | ~15 participants representing farmers, energy companies, agri-food associations, and research organisations |
| Denmark | 4 March 2025 | Online workshop (MS Teams) | Representatives from 13 Danish municipalities, mainly from land-use, climate, and energy planning units |
| Spain - VdV-VRT | 8 April 2025 | Viñas del Vero winery and vineyards, Barbastro | >40 participants including farmers, wineries, energy companies, technology providers, universities, and media |
| Spain - ACSA | 20 May 2025 | Sorigué installations and Torre Santa María farm, near Balaguer | 22 participants from livestock farming, agri-food sector, waste management, fertilizer production, and public administration |
| Norway | 21 January 2025 | Røysland Gaard farm premises | >32 participants including farmers, energy providers, technology suppliers, clusters, consultants, and public authorities |

### *Italian Use Case*

The first warm-up event in the Italian Use Case played a critical role in introducing the HarvRESt project to local stakeholders and in initiating an open dialogue on the integration of renewable energy sources within agricultural systems. Organised on 6 November 2024 in the context of a sectoral fair (Ecomondo Fair) the event attracted a diverse group of participants, including farmers, energy companies, agri-food associations, and research representatives (Figure 5). This setting facilitated exposure to a broad audience already engaged in discussions on agricultural innovation and sustainability.


Figure 5. First warm-up event in the Italian Use Case

Stakeholder discussions revealed a strong interest in the potential of RES to enhance farm sustainability and resilience, particularly through agrivoltaic solutions and integrated energy systems. Participants widely acknowledged the relevance of HarvRESt's objectives, especially in addressing the dual challenge of maintaining agricultural productivity while contributing to climate mitigation goals. The project was perceived as timely and aligned with emerging needs in the Italian agricultural sector.

At the same time, the event highlighted several conditions for acceptance of RES at farm level. Farmers and sector representatives emphasised the importance of practical feasibility, economic viability, and regulatory clarity. In particular, discussions pointed to the complexity of accessing and managing carbon credit certification schemes, which were perceived as potentially beneficial but difficult to implement without specialised support. This insight underscored the need for engagement actions that go beyond awareness-raising, addressing institutional and advisory gaps that may hinder adoption.

The interactive discussion format enabled stakeholders to provide constructive feedback on the planned activities of the Italian Use Case. Suggestions included the organisation of field-based demonstrations and on-farm testing, which were seen as essential to building trust and demonstrating real-world applicability. While the physical setting posed some logistical limitations, the dialogue-oriented approach proved effective in capturing stakeholder expectations and concerns.

Overall, the Italian warm-up event validated the relevance of early stakeholder engagement in promoting acceptance of RES, while clearly indicating that hands-on engagement and targeted advisory support will be crucial in subsequent project phases. The insights gathered directly informed the refinement of future engagement actions, including the design of follow-up events and awareness-raising activities tailored to farmers' operational realities.

### *Danish Use Case*

The first warm-up event in the Danish Use Case was strategically oriented towards engaging municipal-level public authorities, reflecting their central role in land-use planning, climate policy implementation, and decision-making related to biogas deployment. The event was organised online on 4 March 2025 and brought

together representatives from multiple municipalities, creating a forum for professional exchange among actors with similar responsibilities and policy challenges (Figure 6).

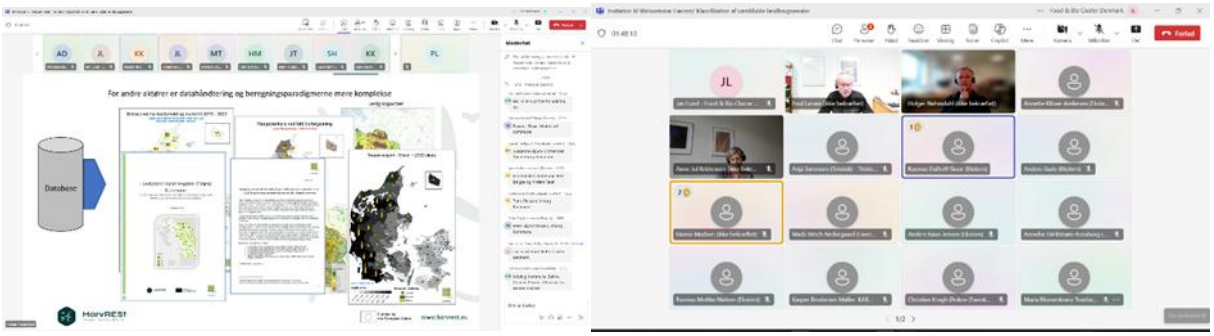

Figure 6. First warm-up event in the Danish Use Case

The discussions demonstrated a high level of awareness among participants regarding the importance of RES integration in agriculture, particularly in the context of recent national policy developments affecting land use, livestock production, and greenhouse gas emissions. Stakeholders expressed strong interest in tools and methodologies that could support evidence-based planning and help reconcile competing objectives related to food production, climate mitigation, and biodiversity protection.

A key outcome of the event was the recognition of planning complexity as a major factor influencing the acceptance and scalability of biogas solutions. Participants highlighted inconsistencies in how "valuable agricultural land" is defined and managed across municipalities, as well as challenges arising from fragmented regulatory frameworks. These issues were discussed not as technical obstacles, but as governance challenges requiring coordination and transparent decision-support mechanisms.

The presentation and discussion of early-stage digital tools under development in HarvRESt were particularly well received. Municipal stakeholders provided detailed feedback on usability, data integration, and alignment with existing planning workflows. This interaction reinforced the importance of engaging public authorities early in the development of decision-support systems, ensuring that tools are adapted to real administrative practices.

From an engagement perspective, the Danish warm-up event demonstrated the effectiveness of peer-based dialogue among institutional actors. The open discussion format fostered trust, knowledge exchange, and a sense of shared ownership, strengthening the foundation for future collaboration. The event validated the engagement strategy's emphasis on context-specific stakeholder targeting and confirmed the need for continued interaction with public authorities in subsequent project activities.

### *Spanish VdV-VRT Use Case*

The warm-up event in the Spanish VdV-VRT Use Case was characterised by a strong emphasis on demonstration and visibility, taking place directly at the winery and vineyard facilities (Figure 7Figure 7). The event was organised on 8 April 2025 at the Viñas del Vero winery and vineyards and combined presentations with live demonstrations of electric and autonomous agricultural equipment and agrivoltaic systems, attracting a broad audience that included farmers, wineries, energy companies, technology providers, researchers, and media representatives.


Figure 7. First warm-up event in the Spanish VdV-VRT Use Case

Stakeholder reactions clearly indicated that seeing technologies in operation significantly enhances understanding and acceptance of RES solutions. Participants showed high levels of interest in the demonstrated assets, particularly electric machinery and integrated energy management systems, which were perceived as tangible examples of innovation aligned with both sustainability and productivity goals.

Discussions highlighted that acceptance of RES in this context is closely linked to regulatory feasibility and operational constraints. While stakeholders were enthusiastic about the potential of electric and autonomous technologies, concerns were raised regarding regulatory limitations affecting their deployment outside research settings. This underscored the importance of engagement actions that also address policy and regulatory dimensions, not only technical performance.

The event also benefited from strong media attention, amplifying its awareness-raising impact beyond direct participants. This visibility contributed to positioning HarvRESt as a credible and forward-looking initiative within the regional agri-food and wine sectors.

The VdV-VRT warm-up event confirmed the high effectiveness of demonstration-based engagement formats in promoting acceptance of RES. It also highlighted the value of combining awareness creation with policy-relevant dialogue, informing the design of future engagement and communication activities in this Use Case.

### *Spanish ACSA Use Case*

The first warm-up event in the Spanish ACSA Use Case focused on biogas production and nutrient recovery, bringing together stakeholders from livestock farming, waste management, agri-food industries, fertilizer production, and public administration. The event was organised on 20 May 2025 at the Sorigué installations and Torre Santa María farm, and combined presentations from the farm owner and project partners with a guided visit to an operational biogas installation, offering participants a comprehensive view of the value chain (Figure 8Figure 8).


Figure 8. First warm-up event in the Spanish ACSA Use Case

Stakeholders broadly agreed on the relevance of biogas as a solution to address multiple challenges simultaneously, including manure management, renewable energy production, and greenhouse gas mitigation. The practical experience shared by the farm owner was particularly influential, providing an authentic and credible narrative that resonated strongly with participants.

Discussions revealed a high level of interest in scaling up biogas solutions at regional level, provided that economic and regulatory conditions are supportive. Participants expressed strong curiosity about the decision-support tools being developed within HarvRESt, especially regarding their potential to support planning, investment decisions, and regional deployment strategies.

The warm-up event also demonstrated the importance of cross-project and cross-sector dialogue. By involving other initiatives working on digestate valorisation and bio-based fertilizers, the event created synergies and enriched discussions, reinforcing stakeholder confidence in the broader innovation ecosystem.

From an engagement perspective, the ACSA event validated the strategy of combining storytelling, technical explanation, and site visits. This approach proved highly effective in fostering acceptance of RES and stimulating interest in continued collaboration, providing clear guidance for future engagement actions in similar contexts.

### *Norwegian Use Case*

The warm-up event in the Norwegian Use Case was organised as a full-day, on-site workshop organised on 21 January 2025 at a farm location, emphasising local energy production, resilience, and decentralised solutions (Figure 9). The event brought together a wide range of stakeholders, including farmers, energy suppliers, technology providers, public authorities, clusters, and consultants.

Figure 9. First warm-up event in the Norwegian Use Case

Participants consistently highlighted the importance of integrating RES in agriculture to enhance energy security, particularly in light of geopolitical uncertainties and increasing energy demands driven by farm automation. Acceptance of RES was closely linked to the perceived ability of integrated systems to improve both economic stability and environmental performance.

The farm-based setting contributed significantly to the success of the engagement, creating a tangible connection between discussions and real agricultural operations. Informal interactions during breaks and site visits facilitated networking and peer learning, reinforcing stakeholder interest in pilot installations and follow-up activities.

Stakeholders expressed strong support for demonstration sites as a means to convince other farmers and end-users, noting that practical, operational examples are more persuasive than theoretical presentations. Feedback also highlighted the importance of continued communication and iterative engagement as tools and installations progress.

Overall, the Norwegian warm-up event demonstrated the effectiveness of immersive, site-based engagement in fostering acceptance of RES and building collaborative momentum. The outcomes reinforced the relevance of HarvRESt's engagement methodology and provided a strong foundation for deeper stakeholder involvement in subsequent project phases.

### 3.1.2 *Round 2 (M19-M29): results & analysis*

The second round of warm-up events built on the foundations established during the first round, deepening engagement and presenting initial project results. These activities further supported acceptance of RES and collaboration among stakeholders. The following section will provide a concise outline of the second round of warm-up events of each Use Case, detailing the format, stakeholders engaged, and evaluation of the activities.

Overall, the second round of warm-up events validated the continued effectiveness of stakeholder engagement activities and the stakeholder methodology as outlines in D3.1. The second round built directly on the learnings from the first round and demonstrated a clear maturation of stakeholder discussions.

After the first round of warm-ups focused on stakeholder mobilisation and identification of key actors, during the second round, discussions increasingly focussed on implementation pathways. This suggests that the engagement activities successfully moved stakeholders from an awareness and exploration phase towards a more deployment-oriented perspective.

The second round once again reached a broad array of stakeholders from various sectors, including public administration and local governance, research, as well as the agri-processing - and energy sector. The second round also successfully engaged innovation and investment communities (Table 5).

Overall, stakeholders valued formats which tied the project directly to practical demonstrations and practical implementation perspectives, enabling them to connect the project to their own areas of interest, organisational contexts, and areas of expertise. Finally, the activities also demonstrated the value of multi-stakeholder formats in bringing distinct perspectives and simultaneously generating shared understanding across sectors.

Table 5. Summary Second round of warm-up events

| Use Case | Date | Location | Participants |
|---|---|---|---|
| Italy | 6 March 2026 | Key Energy Fair, 2026, Rimini | 10 participants representing farmers, energy companies, and technology providers |
| Denmark | 10 March 2026 | Gråsten Agricultural School | 39 Representatives from agricultural, biogas, advisory, investment, and public sectors. |
| Spain - VdV-VRT | Event cancelled due to poor weather conditions and low registrations. 2nd round of warm-ups planned for the coming months | N/A | N/A |
| Spain - ACSA | 3 March 2026 | Sorigué installations | 29 participants from public administration, research, the livestock and agricultural sectors, waste management, the agri-food industry, and energy sector |
| Norway | 28 May 2026 | Røysland Gaard farm premises | 4 participants including from the investment community, the innovation ecosystem, and research institutions |

### *Italian Use Case*

Held within the framework of the Key Energy Fair 2026 in Rimini on 6 March 2026, the second warm-up event in the Italian Use Case brought together key stakeholders from the energy and agricultural innovation ecosystem, including energy communities, energy industries, industrial clusters, and sector associations ( Figure 10). Through a combination of project presentations, discussion sessions, and networking opportunities, the event introduced HarvRESt's approach to renewable energy integration in agriculture, sustainable agronomic practices, and emerging business models linked to decarbonisation and carbon farming.

Participants showed strong support for the adoption of RES in agriculture but emphasised key aspects that needed to be addressed in order to advance this, these being the need for simplified procedures, technical support for farmers, improved dissemination of information, and economic sustainability of renewable energy

investments. Across discussions, carbon farming was consistently recognised as a relevant opportunity, provided that it is translated into practical, accessible, and operational models for agricultural businesses.

The event was particularly effective in eliciting interest in the concrete implementation dimension of the Italian Use Case. Stakeholders showed a clear preference for engagement formats that move beyond conceptual discussion towards validation in real-world agricultural contexts. In this regard, there was strong agreement on the importance of testing and demonstrating solutions directly in operational environments, reinforcing the role of field visits and demonstration activities as key tools for maintaining engagement

Overall, the event confirmed the value of engaging stakeholders in specialised sectoral contexts such as trade fairs, where participation is high and discussions are closely aligned with ongoing market and policy developments. The format proved effective in reaching stakeholders in their own environment, generating interest, and supporting strong engagement in on-site and demonstration-based activities.


Figure 10. Second Warm-up Event Italian Use Case

## *Danish Use Case*

The second warm-up event for the Danish Use Case was held at Gråsten Agricultural School on 10 March 2026 and brought together a broad range of stakeholders from the agricultural, biogas, advisory, investment, and public sectors (Figure 11). Organised jointly by ConTerra and FBCD in connection with a training workshop for the biogas planning tool developed under HarvRESt, the event focused on the potential for biogas production in agriculture. The event featured presentations and discussions addressed both technical and systemic aspects of renewable energy deployment, including planning procedures, environmental and energy legislation, economic viability, nutrient management, carbon taxation, and the role of advisory services.

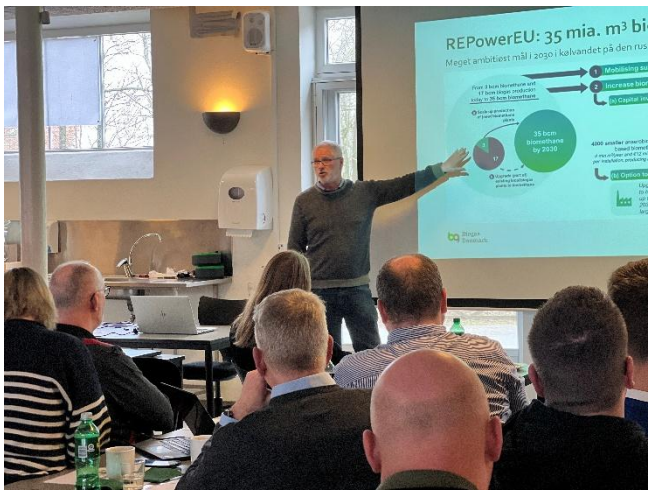


Figure 11. Second warm-up event Danish Use Case

This meeting brought multiple actors together in one place to discuss challenges, opportunities, and future needs collectively. Key topics discussed included the complexity of biogas project planning, the economic and policy implications of a future $CO_2$ tax, challenges related to nutrient management when handling digestate, and the impact of highly variable electricity prices on farm energy strategies. The need for better modelling tools and more integrated decision support systems was repeatedly highlighted, including the potential role of the HarvRESt biogas planning tool.

The workshop highlighted that renewable energy planning in agriculture is highly complex and requires close collaboration between different stakeholder groups. Participants stressed the importance of joint communication efforts to address local resistance to biogas projects and the need for more coordinated advisory services that integrate energy, environmental, and farm management perspectives.

Overall, the event successfully created active dialogue and a shared understanding of the above-mentioned challenges. It also generated feedback pointing to the need for formalized collaboration structures between advisory actors and for decision-support tools that can better reflect local conditions and evolving policy frameworks.

### *Spanish VdV-VRT Use Case*

The planned warm-up event, titled “Jornada Técnica Proyecto Europeo HarvRESt: Potencial de las energías renovables en viticultura”, was scheduled to take place on 29 April 2026 at Viñedos del Rio Tajo in Guadamur (Toledo, Spain) (Figure 12). The event aimed to engage stakeholders from across the viticulture and renewable energy sectors, including farmers, wineries, universities, energy companies, agricultural machinery manufacturers, software developers, and media representatives.


Figure 12. Event agenda second warm-up Spain VdV-VRT Use Case

The event was designed to raise awareness of the HarvRESt project and highlight the agrivoltaic system implemented at Viñedos del Rio Tajo, including demonstrations of energy-related innovations at Viñas del Vero such as an electric tractor and autonomous electric robot, and a live demonstration of agrivoltaic technologies. The programme also included a roundtable discussion involving representatives from CIRCE, the agricultural sector, and renewable energy associations, with the intention of fostering dialogue and knowledge exchange among stakeholders.

Significant preparation work was undertaken in advance of the event, including the identification of a suitable date, organisational planning meetings, and the coordination of speakers and panel participants. However,

despite these preparations, the event ultimately had to be cancelled due to a combination of low registration numbers and adverse weather conditions that would have rendered the outdoor demonstrations impossible. The expected number of participants was significantly below initial expectations.

Given these circumstances, a second warm-up event would be organised in the coming months to ensure that the intended stakeholder engagement objectives are achieved. To minimise the risk of similar challenges affecting participation and delivery, the event would be conducted in an online format, although an in-person event is not discarded. Details regarding the exact date, time, and programme are currently being finalised and will be reported once the event has been successfully delivered in D6.3.

Reflections from the organisers identified the need for stronger promotional activities, earlier stakeholder mobilisation, and the development of contingency plans for future events, including alternative formats or backup indoor venues. However, while postponement of the event was considered, the period already included several ongoing stakeholder engagement activities, such as capacity-building workshops and awareness-raising events targeting many of the same stakeholder groups. Organisers therefore assessed that rescheduling the activity within a short timeframe could have resulted in stakeholder fatigue and similarly low participation levels, limiting the effectiveness and added value of the event.

### *Spanish ACSA Use Case*

The second warm-up event for the ACSA-Spain Use Case was facilitated on 3 March 2026, and focused on the implementation of biogas systems on farms, using the Noguera Renovables case study as an example. The event was hosted at Sorigué's facilities and gathered participants from public administration, research institutions, the livestock and agricultural sectors, waste management, the agri-food industry, and the energy sector. The event featured presentations introducing the HarvRESt project, key aspects to implement biogas in the Catalan context, as well as on the integration of energy and biofertilizers, as well as the benefits and limitations of using digestate as biofertilizers (Figure 13).

Although the original plan included a guided farm visit, the event had to be reorganised after the farm withdrew permission shortly before the workshop. The organisers adapted successfully by expanding the speaker programme and postponing the event to ensure smooth organisation. Despite the change of format, the event was characterised by strong participant engagement and positive feedback.

Stakeholders expressed significant interest in biogas development in Catalonia and participants claimed that they gained new knowledge on issues such as RENURE regulation, digestate treatment technologies, and residue valorisation, which validates the importance of hosting such an event. Discussions revealed that stakeholders perceive biogas systems as promising solutions for improving farm sustainability and reducing environmental impacts, but also stressed the importance of technical expertise and advisory support. For example, participants emphasized the need for agronomic experts to be involved in biogas plants to support precision fertilization practices and optimize digestate use.

The event featured strong participant engagement and positive feedback regarding the organisation and relevance of the topics discussed. The event included ample opportunities for networking, which reinforced stakeholder interest in pilot installations and follow-up activities.


Figure 13. Second warm-up event of the Spain-ACSA Use Case

### *Norwegian Use Case*

The second warm-up event facilitated by the Norwegian Use Case took place at Røyseland Farm on 28 May 2026, and focused on exploring investor solutions and viable business models to support the green energy transformation in agriculture. Building on prior informal contacts established at Nordic Edge events and through the Agritech network, the discussion brought together stakeholders from investment, innovation, research, and farming to identify opportunities for collaboration linked to the HarvRESt Use Case (Figure 14).

Figure 14. second warm-up event Norwegian Use Case

A key objective of the meeting was to better understand how farmers can access financing and investment mechanisms for renewable energy solutions and how sustainable business models can be developed to support adoption at farm level in Norway. Discussions highlighted the importance of developing integrated energy systems that are accessible and manageable for non-technical users.

Nordic Edge representatives contributed perspectives from ongoing agritech initiatives and innovation ecosystems, highlighting farmer needs and the importance of translating technological solutions into practical, scalable applications. NORCE contributed with a social science perspective, stressing that social and cultural dimensions of farming must be considered when designing and implementing green energy solutions. The discussion also emphasised the importance of ensuring that both farmers and society perceive the green transition as fair, particularly in terms of how costs and benefits are distributed.

The meeting highlighted the strong potential of bringing together stakeholders who can bring perspectives from different disciplines, which allowed to move from more isolated perspectives towards a more holistic understanding. Moreover, the presence of innovation and municipal actors created a pathway for translating discussion points into potential follow-up actions at both project and policy level.

## 3.2 Awareness-raising campaigns

The following section presents an overview of the awareness-raising campaigns implemented across the HarvRESt Use Cases in Italy, Denmark, Spain, and Norway. These activities were designed and executed in line with the ARC action plans outlining tailored approaches for each UC, and aimed to demonstrate the technical feasibility, economic, social, environmental value, and replicability of on-farm renewable energy solutions in diverse agricultural contexts. The following sub-sections outline the main activities, formats, and outcomes achieved in each Use Case.

| Total awareness reaches | Confirmed activities | Main channels |
|---|---|---|
| Through in person and online Engagement activities: 599<br>Through online dissemination activities: 139.442<br>Total ARC: 140.041 | 20 engagement activities<br>18 communication & dissemination activities | events, fairs, meetings, social media, newsletters, press, TV |

### Italy

**Core focus:** On-farm PV integration, agrivoltaics, carbon farming and farmer-facing RES opportunities.
**Main channels:** trade fairs, stakeholder meetings, workshops, cooperative meetings
**Total Reach:** 55

### Denmark

**Core focus:** Biogas planning, biomass mapping, DSS/tool awareness and data-driven farm planning.
**Main channels:** LinkedIn, press release, newsletter, on-site stakeholder meeting
**Reach:** 20.439 including online reach

### Spain VdV-VRT

**Core focus:** Agrivoltaics, vineyard energy management, agricultural electrification and visibility of demonstration sites.
**Main channels:** conferences, fairs, webinar, social media, regional TV
**Total Reach:** 119.339[2]

### Spain ACSA

**Core focus:** Biogas, digestate use, nutrient recovery, circular bioeconomy and sustainable manure management.
**Main channels:** conferences and project workshop
LinkedIn and project dissemination
**Total Reach:** 589

### Norway

**Core focus:** Farm-level RES, integrated energy systems, resilience, business models and investment perspectives.
**Main channels:** farm-based activities, stakeholder meetings, local networks, project communication
**Total Reach:** 219

### 3.2.1 *Italian Use Case*

The awareness-raising campaign of the Italian Use Case was rolled out with the overarching aim to demonstrate the technical viability, economic benefits and replicability of on-farm RES solutions. Following the initial suggested ARC action plan the Italian Use Case executed a number of in-person activities directly engaging policymakers, researchers and academia, technology-providers, and farmer groups and associations (Table 6). The Italian ARC officially commenced in M16 and continued until M29.

[2] This figure includes the Spanish VdV-VRT Use Case feature broadcast on a regional television channel. The channel has an average audience of approximately 100.000 viewers. Therefore, the reported reach should be interpreted as a potential audience estimate rather than the number of confirmed viewers.

Table 6. Activities Italian Use Case

| Activity | Themes / Messages | Medium / Events | When | Link | People reached |
|---|---|---|---|---|---|
| Trade fairs | The role of solar energy in promoting sustainability in the wine sector. | Vinitaly | M16 | N/A | 12 |
| Stakeholder Meetings (3) | Solutions for integrating photovoltaic (PV) systems with agricultural production | On site meetings with policy-makers, farmer groups and cooperatives | M18, M21 and M28 | N/A | 23 |
| Workshops | Solutions for integrating photovoltaic (PV) systems with agricultural production | N/A | M25 | N/A | 20 |
| Demonstration Event | Innovation and Precision Agriculture through the use of drones, advanced sensors, predictive analysis and biological control solutions | On site event at the premises of Fattoria Solidale del Circeo | M22 | N/A | N/A |

The Italian Use Case awareness-raising activities began with a high-level stakeholder meeting, including representatives from the Office of the Minister's Cabinet within the Ministry of Agriculture, Food Sovereignty and Forestry (MASAF). This meeting served as an important entry point for introducing the HarvRESt project to key decision-makers, initiating dialogue on integrated renewable energy and agricultural production systems, and laying the groundwork for continued engagement throughout the project.

In October 2025, Confragricoltura in collaboration with Fattoria Solidale del Circeo organised a demonstration event at the premises of Fattoria Solidale del Circeo. This event combined technical presentations with live field demonstrations of drones, sensors, precision irrigation systems, and biological control solutions, showcasing innovative approaches to improve resource efficiency and sustainability in agricultural production. HarvRESt was featured through a dedicated project presentation and the demonstration of a precision-irrigation system developed within the Italian Use Case.

Engagement with the research community followed through participation in a workshop in Milan in January 2026, where project activities and solutions for integrating photovoltaic (PV) systems into agricultural production were presented and discussed.

Several activities focused on farmers and agricultural cooperatives which facilitated direct interactions with interested agricultural companies interested in RES. During the wine trade fair Vinitaly in April 2025, as well as during a meeting organised by the agricultural cooperative Consorzio Il Biologico in Bologna in September 2025, and with the cooperative Latina - Fattoria Solidale del Circeo in October 2025, the Italian Use Case

showcased experiences and best practices related to solar energy applications in agriculture, with particular emphasis on the Italian demonstration site (Figure 15).


Figure 15. Drone demonstration event

### 3.2.2 *Danish Use Case*

Following the initial suggested ARC action plan, the Danish Use Case successfully executed a versatile awareness-raising campaign which officially commenced in M20 and continued until M29. The campaign disseminated knowledge through social media posts, newsletters, press releases, as well as participation in - and organising of events (Table 7). A key focus of the campaign was to promote the HarvRESt decision support system designed to support farmers in adopting biogas solutions. Activities included hands-on training, digital tool demonstrations, and knowledge-sharing. By prioritising usability and incorporating farmer feedback, the campaign aimed to build trust, encourage uptake, and showcase successful implementation examples.

Table 7. Activities Danish Use Case

| Activity | Themes / Messages | Medium / Events | When | Link | People reached |
|---|---|---|---|---|---|
| Social Media Posts (4) | How HarvRESt digital tools can help farmers make better use of manure resources, improve farm sustainability, and support more efficient renewable energy and nutrient management at the local level. | LinkedIn | M24, M26 & M27 | Biogas Emissions Reductions<br>Animal Manure and Biogas<br>Biogas and lack of space<br>role of agriculture in energy supply in Denmark | 11857 |
| Press Release | Agriculture can play a bigger role in the Energy sector of Denmark | LinkedIn and Media | M27 | click here | 4582 |
| Newsletter | Potential for Biogas production in Agriculture and the role agriculture can play in the energy sector | FBCD Newsletter | M26 | click here | 3990 |
| On-site meeting | Introducing the HarvRESt Decision Support System tool and biomass mapping | On-site meeting with Ringkøbing-Skjern Municipality | M20 | N/A | 10 |

Particularly, the Danish Use Case participated in the SoilTribes Twinning Programme event in August 2025, where the Danish UC presented HarvRESt- related agricultural data work (Figure 16). The event included a diverse range of stakeholder groups, including local government, research institutions, farmer organisations, civil society, and private sector representatives from both Denmark and Portugal. Conterra's presentation focused on the digital tools developed under HarvRESt, and how these can help farmers and planners make better-informed choices.

The awareness-raising activity was embedded within a three-day programme in Viborg that included site visits, technology demonstrations, presentations, and discussions on biorefineries, soil monitoring, and agricultural sustainability. The event successfully facilitated knowledge transfer on how data-driven approaches could support agricultural planning and also raised awareness on the HarvRESt tools available for this.

Moreover, in May 2026, Danish Use Case partner ConTerra, in collaboration with Ringkøbing-Skjern Municipality organised a stakeholder meeting on biomass mapping and scenario development in Ringkøbing-Skjern Municipality (Figure 17). The meeting was attended by climate and energy planners from Ringkøbing-Skjern Municipality and a representative from Vestjysk Landbrugsrådgivning, bringing together stakeholders involved in local climate planning, land-use decisions, and agricultural advisory work. During the meeting, the results of a biomass mapping exercise carried out for Ringkøbing-Skjern Municipality was presented, drawing on tools and datasets developed through HarvRESt, with the aim of making possible adopters aware of available tools developed by HarvRESt. The presentation introduced available biomass resources in the municipality, including livestock manure, agricultural residues, and other organic streams currently connected

to bioenergy production, particularly biogas systems. Participants were also introduced to the HarvRESt database and analytical tools for scenario modelling and strategic assessments.

The meeting successfully strengthened awareness of the practical relevance of HarvRESt outputs for local planning and renewable energy decision-making. Participants responded positively to the data-driven approach and recognised the value of improved local biomass mapping for future climate and energy planning. An important additional outcome was the strengthening of relationships between the project and local stakeholders.

The campaign was further strengthened by consistent communication and dissemination activities focused primarily on demonstrating the practical applications of the HarvRESt decision-support and mapping tools for biogas and biomass planning in agriculture. Key topics included methane reduction calculations based on farm-specific data, spatial mapping of manure flows to biogas plants, analysis of remaining manure spreading capacities, and the broader role of agriculture in Denmark's future energy system. Several posts showcased test runs of the HarvRESt-developed DSS and mapping tools, highlighting how data-driven approaches can support more efficient biomass utilisation, renewable energy integration, and climate planning.

The key messages communicated throughout these activities emphasised the potential of agriculture to contribute significantly to renewable energy production, improve resource efficiency, and support climate mitigation through biogas and biomass-based solutions.

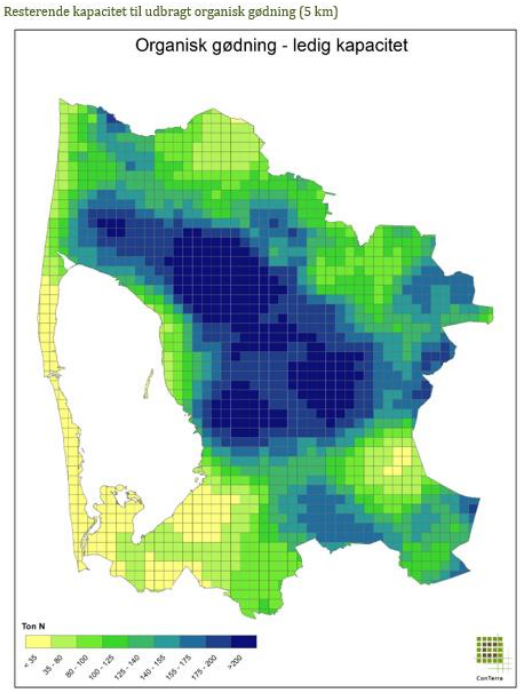


Figure 17. Illustration shown at Ringkøbing-Skjern Municipality Stakeholder Meeting

Figure 16. HarvRESt Presentation at SoilTribes Twinning Programme

### 3.2.3 *Spain VdV-VRT Use Case*

The Spanish VdV-VRT Use Case awareness-raising campaign was executed between M16 and M29 (Table 8). It featured a versatile campaign including an array of conferences and fairs at which the HarvRESt project was presented, as well as a targeted communication campaign launched across social media platforms and the

website, and which even included a feature on Spanish regional TV (Figure 21). In essence, the awareness-raising campaign of the Spain-VdV-VRT Use Case aimed to promote the adoption of photovoltaic systems in the wine sector, a key industry in the region, harnessing both partners as demonstration sites to showcase the practical benefits and feasibility of agrivoltaic solutions.

Table 8. Activities Spain-VdV-VRT Use Case

| Activity | Themes / Messages | Medium / Events | When | Link | People reached |
|---|---|---|---|---|---|
| Participation in Conferences (3) | Agrivoltaics' dual benefits for water savings and reduced heat stress in vineyards & for providing economic benefits | Rural Environment: Energy Transition and Economic Structuring (Toledo, Spain)<br>AGROGENERA 2025 (Madrid, Spain)<br>FIMA 2026, Zaragoza | M21, M23, M26 | Rural Environment: Energy Transition and Economic Structuring<br>AGROGENERA 2025<br>FIMA 2026 | 210 |
| Trade fairs | Key technologies for reducing risks and costs in renewable integration | GENERA 2025 | M23 | click here | 40 |
| Exhibition | N/A | On-site | M16 | N/A | 40 |
| Press Release (2) | HarvRESt participation in AGROGENERA 2025 | Gonzalos Byass Website | M23 | click here | N/A |
| Social Media Posts (2) | Dissemination of participation in FIMA 2026, | LinkedIn | M24, M27 | Post FIMA 2026<br>GA in Lleida | 19,049 |
| TV feature | Electrification of agricultural machinery and use of agrivoltaics | Aragón TV | M27 | click here | 100,000 |
| Promotional Video | Highlight the Spanish VdV, VRT and CIRCE activities through interviews | LinkedIn | M31 | pending | N/A |


Figure 18. Roundtable discussion on agrivoltaics, at energy transition conference in Toledo, Spain

In September 2025, VdV-VRT partners presented HarvRESt during a roundtable at the conference "Rural Environment: Energy Transition and Economic Structuring" in Toledo Spain (Figure 18). The conference event at which the roundtable took place was centred around the energy transition in rural areas, focusing on sustainable and innovative solutions like agrivoltaic energy. In the discussion, VRT representative Miguel Tejerina Sanz introduced HarvRESt and highlighted the potential of agrivoltaic technology to improve crop sustainability and resilience, especially in arid climates. The discussion initiated a valuable dialogue that also identified future needs for strengthening agrivoltaics technology, including the need for further research and optimization of agrivoltaics tailored to different crops. The event engaged farmers, energy communities, industry representatives, and researchers, supported by LinkedIn dissemination.


Figure 19. representing HarvRESt at AGROGENERA 2025 in Madrid, Spain

Spanish Use Case partners also represented HarvRESt at AGROGENERA 2025, held in November 2025 in Madrid, Spain (Figure 19). HarvRESt was featured in a roundtable discussion entitled *"Agrivoltaics – Cultivating Dual Production."* During the session, Miguel Tejerina, representing VRT and the Spain-VdV-VRT Use Case, introduced the HarvRESt project and highlighted agrivoltaics' potential for providing economic benefits, either through generating additional income from renewable energy production or by reducing farms' reliance on electricity from the grid. Another acclaimed event at which the HarvRESt project gained visibility was at the International Agricultural Machinery Fair. At a roundtable focussing on advanced agronomic systems for soil management and climate adaption, VDV representatives discussed the electrification of tractors, the use of agro-PV in vineyards, and the comprehensive monitoring of electrical systems with the aim of becoming 100% self-sufficient in energy.

CIRCE participated in the GENERA trade fair with an exhibition stand and dissemination materials, including leaflets introducing HarvRESt and the VdV-VRT Use Case (Figure 20). The focus was on presenting technologies that reduce risks and costs in renewable energy integration. The stand attracted a large audience of around 1,000 visitors, significantly increasing project visibility among industry stakeholders. The booth by CIRCE generated a lot of interest from stakeholders attending the event including policymakers, municipalities, energy companies, researchers, industry representatives.


Figure 20. Dissemination of HarvRESt material at GENERA trade fair

UC partners also organised a webinar which took place in March 2026 and focused on practical approaches for the electrification of agricultural machinery, energy management in wineries, the integration of agrivoltaics in vineyards, and the application of artificial intelligence and digital tools for precision agriculture. By bringing together these complementary topics, the event positioned HarvRESt's renewable energy solutions within the wider transition towards smarter, more digital, and sustainable agricultural systems.


Figure 21. VdV Feature on Regional TV

Moreover, one of the highlights of the awareness-raising campaign was a TV news broadcast on regional TV (Aragón TV) (Figure 21). The material presents the Viñas del Vero's initiatives and projects related to environmental sustainability, including their participation in HarvRESt. By bringing these activities to a mainstream audience, the broadcast significantly expanded the campaign's reach and helped raise public awareness about the HarvRESt vision.

Finally, CIRCE, VdV, and VRT have jointly produced a video based on interviews conducted with the project leaders from each of them. In this video, each organization explains its specific Use Case within the HarvRESt project, outlining its main objectives and potential benefits (Figure 22). The interviews also provide insights into the expected impact of these solutions and reflect the partners' perspectives on the future of the technologies being tested.


Figure 22. Screenshots of the VdV/VRT/CIRCE dissemination video

### 3.2.4 *Spanish ACSA Use Case*

Following the initial suggested ARC action plan, the Spanish-ACSA Use Case successfully executed a number of awareness-raising activities, which commenced in M17 and continued until M28. The campaign was executed through presentations at conferences and through events organised by the Use Case itself (Table 9). The overarching goal of BETA's awareness-raising campaign within HarvRESt is to accelerate the understanding, acceptance, and practical uptake of nutrient recovery and circular bioeconomy solutions, with a particular focus on bio-based fertilisers. The campaign is designed to translate research outcomes into actionable knowledge for policymakers, practitioners, and industry stakeholders by leveraging BETA's strong position within European and regional networks.

Table 9. Activities Spain – ACSA Use Case

| Activity | Themes / Messages | Medium / Events | When | Link | People reached |
|---|---|---|---|---|---|
| Presentation | Current state of the art in biogas in Catalunya (HarvRESt' presentation policy and environment, also showing Spanish Use Case) | Use Case Lleida (Spain) on-site presentation | M17 | click here | 25 |
| Conference | Presentation of HarvRESt's biogas solutions and continuation with project Greenhood as guest | ESNI-NERM Conference | M28 | click here | N/A |
| Promotional Video | Highlight the Spanish ACSA – Use Case and how this collaboration promoted scientific and technological advancements | LinkedIn | M30 | click here | 564 |

To kick off the awareness-raising campaign, in May 2025 Spain-ACSA Use Case partners BETA and Sorigué hosted a conference titled "Towards sustainable livestock: challenges and opportunities in the recovery of waste and the production of renewable energy in the livestock sector." The event included a presentation of innovative solutions and projects in circular bio-economies, leveraging Torre Santa Maria as a success story. It also included a visit to the Torre Santa Maria farm, where visitors were able to observe the biogas plant and get an insight into the production of fertilizers from digestate. The event engaged predominantly researchers and academia ensuring rigorous scientific exchange, and the onsite demonstration at Torre Santa Maria provided a tangible, real-world context that strengthened understanding of how circular bioeconomy concepts work.

On 29 April 2026, Spain-ACSA Use Case partners organised a workshop titled "On-Farm biogas production and environmental sustainability enhancement through the treatment and utilization of digestate". The workshop was held in Brussels during the ESNI-NERM 2026 Conference, and engaged stakeholders including researchers, policymakers, the agricultural sector and technology providers (Figure 23¡Error! No se encuentra el origen de la referencia.). The event was a collaboration with the Greenhood project, a Horizon Europe


Figure 23: Spain ACSA participation at ESNI-NERM 2026

project working to rebalance nutrient flows. The workshop included a presentation focusing on the environmental impact of integrating anaerobic digestion in farms and using digestate as fertilizer, in a bio-circular economy framework. The presentation included field and pot experiments to evaluate fertilization efficiency, soil health, leaching and pollution risks of using the solid and liquid fractions of the digestate, followed by a Q&A session.

The workshop provided participants with an opportunity to discuss the practical opportunities and challenges associated with biogas and nutrient recovery technologies. This helped to strengthen stakeholder understanding of how renewable energy and circular nutrient management can support more sustainable, resource-efficient, and resilient farming systems.


Figure 24. Promotional video about the Spain ACSA Use Case

Concluding the awareness-raising campaign, the Spain ACSA Use Case partners produced and shared a video on LinkedIn showcasing Torre Santa María farm and its collaboration with BETA and Sorigué (Figure 24). The video highlights the conversion of livestock waste into biogas and the treatment of digestate for use as fertiliser, demonstrating how circular farming approaches can contribute to the decarbonisation of agriculture while creating environmental and socio-economic benefits for rural communities.

### 3.2.5 *Norwegian Use Case*

Following the initial suggested ARC action plan and the identified mediums, the Norwegian Use Case ran an extensive awareness-raising campaign between M13 and M29. The campaign was disseminated through targeted social media campaign, stakeholder meetings and workshops, and news articles (Table 10). Norway's awareness-raising campaign focuses on decentralised, self-sufficient energy systems that ensure food production continuity and local resilience. A central element throughout the campaign was the use of Røyseland Farm as a real-world demonstrator of integrated renewable energy sources. Meetings were held with local public authorities and industry experts to explore opportunities and challenges related to local biogas production and integrated energy sources. The campaign also included participation in policy debates, stakeholder workshops, and industry events where the role of local energy production in preparedness, energy security, and sustainable agriculture was highlighted. Through a series of on-site meetings and networking engagements - e.g. at the Nordic Edge Expo in Stavanger, Norway in May 2026 (Figure 26) - with relevant industry experts, public authorities, and researchers, the campaign directly engaged the relevant stakeholders. The core focus of these engagements was strongly aligned with the broader campaign focus on decentralised

energy production for local resilience, while also highlighting how sustainable local products can support economic viability and export opportunities.

Table 10. Activities Norwegian Use Case

| Activity | Themes / Messages | Medium / Events | When | Link | People reached |
|---|---|---|---|---|---|
| Presentation and contributions at events/conferences (3) | On-site | Farmers role in the green transition and local resilience and disaster preparedness | M20 & M29 | Nordic Edge Expo | 208 |
| Stakeholder Meetings (3) | On-site | Decentralised energy production for local resilience | M26 & M29 | N/A | 11 |
| Social Media Posts (3) | LinkedIn | How the plans for making the farm fossil-free has developed through the project | M13, M26 & M29 | Documentary Video Post<br>Approval of Wind Turbines at Røyseland Farm<br>Presentation of HarvRESt at EERA JP-ESI Spring Meeting | N/A |
| News Article | NORCE webpage | Introducing the HarvRESt project and Norwegian pilot farm | M13 | click here | N/A |
| Promotional Video | LinkedIn | Presenting Royseland farm as a case for how decentralised energy supply can support sustainable beef production and strengthen food security | M13 | click here | N/A |

The Norwegian Use Case awareness-raising campaign commenced in November 2025 with a stakeholder meeting involving the Chamber of Commerce in Bjerkreim Municipality, and Dalane Energi, and brought together representatives from neighbouring chambers of commerce, municipal leaders, and farmers from the wider region. The discussions focused on energy vulnerability in the power grid and the exposure of both rural communities and agriculture to potential grid failures, while also exploring alternative approaches to maintaining energy access and strengthening resilience during crises.

One core awareness-raising activity was a presentation delivered at the JPI-ESI Spring meeting by the European Energy Research Alliance during the Steering Committee meeting, on 20 May 2026 in Karlsruhe (Figure 25). Presented to researchers and academics from leading European research institutions, HarvRESt was showcased as a practical example of how local renewable energy production on farms can support critical farming operations during disruptions to centralised energy systems. Using the Norwegian Use Case at Røyseland farm, the presentation demonstrated how the integration of multiple renewable energy sources can enhance farm-level energy independence, resource efficiency, and resilience in crisis situations.

Through a series of LinkedIn posts, news articles, and video content centred on the HarvRESt pilot site at Røyseland Farm, the campaign documented the farm's journey towards becoming fossil-free through the integration of decentralised renewable energy systems. Key milestones, including the approval of small-scale wind turbines and the development of integrated local energy systems, were used to illustrate the practical opportunities for farms to increase energy independence and reduce reliance on external energy supplies.

Moreover, in a promotional video made by NORCE, Røyseland farm as a HarvRESt pilot case is being shown to demonstrate that sustainable, decentralized energy systems on farms can enable climate-friendly beef production without compromising food security.

Figure 26. Networking at the Nordic Edge Expo


Figure 25. Presentation at the JPI-ESI Steering Committee meeting in Karlsruhe

# 4. MAIN LEARNINGS AND RECOMMENDATIONS

The warm-up activities and awareness-raising campaigns implemented across the HarvRESt Use Cases successfully engaged a broad range of stakeholders, including farmers, policymakers, researchers, technology providers, industry representatives, municipalities, and the wider public. Despite addressing different renewable energy technologies and agricultural contexts, all campaigns demonstrated the value of combining practical demonstration sites with communication and stakeholder engagement activities tailored to local needs and stakeholder interests. While the Italian and Spanish campaigns focused on agrivoltaics and renewable energy integration in agricultural production, the Danish campaign highlighted digital decision-support tools and biogas planning, and the Norwegian campaign emphasized energy resilience, decentralised energy systems, and preparedness. This contextualized approach enabled stakeholders to better relate project outcomes to their own challenges and opportunities.

The campaigns also demonstrated the value of using a diverse mix of dissemination channels, including stakeholder meetings, workshops, conferences, trade fairs, social media, newsletters, press releases, videos, and mainstream media. In particular, digital communication and media outreach significantly expanded the reach of project messages, while smaller engagement formats with selected stakeholders, e.g. meetings organised with local and national government representatives or industry/investment representatives ensured policy-support geared towards systemic strengthening. Smaller in-person formats provided opportunities for deeper discussions, knowledge exchange, and relationship building.

Main Learnings:

- Stakeholders engage most strongly when discussions are linked to practical implementation: Across Use Cases, participants showed greater interest in concrete applications, implementation pathways, business models, and operational challenges than in conceptual discussions alone.

- Multi-stakeholder formats create added value: Bringing together stakeholders from various sectors promoted knowledge exchange, mutual understanding, and more holistic discussions of challenges and opportunities. Many challenges discussed, such as renewable energy planning, biogas deployment, advisory support, financing, and social acceptance, were perceived as requiring coordinated action across stakeholder groups rather than isolated efforts.

- Stakeholders responded most positively when project results, data, and tools were linked to real-world planning and decision-making needs: Combining presentations with demonstrations and site visits proved particularly effective in making technical concepts tangible and relevant.

- Stakeholders value engagement that addresses their specific needs and realities: Discussions consistently focused on practical barriers such as economic viability, regulatory complexity, technical support needs, financing, and local conditions, highlighting the importance of tailoring engagement activities to stakeholder concerns.

## Recommendations

- Ensure engagement activities provide opportunities for interaction and networking: Stakeholders benefit from dedicated time for discussion, exchange of experiences, and the development of future collaborations.

- **Mobilise stakeholders early and maintain continuous engagement:** Early outreach and sustained communication help build participation and ownership while reducing the risk of low attendance.
- **Develop contingency plans for engagement activities:** Planning should consider alternative formats / backup plans to ensure continuity in the face of unforeseen circumstances.
- **Avoid stakeholder fatigue through careful coordination of activities:** Engagement efforts should be scheduled strategically and coordinated with other ongoing initiatives targeting the same stakeholder groups.

# 5. CONCLUSIONS

This deliverable has presented the final HarvRESt strategy for multi-actor engagement and awareness creation in agro-communities, consolidating the stakeholder engagement methodology, implementation experiences, and lessons learned across all project Use Cases. Building on the framework established in D3.1, the activities carried out under WP3 have demonstrated the value of structured, context-specific engagement in supporting the acceptance and uptake of renewable energy solutions within agricultural systems.

Overall, Use Case partners organised and participated in a total of **29 stakeholder engagement activities. 9 warm-up activities** were organised across the Use Cases. The **awareness-raising campaign** included a total of **20 awareness activities** organised and attended by Use Case partners, supplemented by an additional **18 online communication and dissemination awareness efforts**, such as newsletters, social media posts, videos. Through direct in person and online engagement activities alone (including warm ups, demonstrations, attendance to fairs), **803 stakeholders were reached** across both the warm-up activities and awareness-raising campaign. Meanwhile, broader online awareness actions reached a total of **139.442** people, meaning that the total number of stakeholders reached was **140.245** (Table 11).

**Table 11. Number of stakeholders reached**

| Warm-ups | Awareness-raising activities |
|---|---|
| **204** through online and in person activities | **599** through direct in person and online activities<br>**139.442** though online communication & dissemination activities (e.g. newsletters, social media posts, tv broadcast, videos etc) |
| Total stakeholders reached: **140.245** | |

The implementation of two rounds of warm-up events confirmed the effectiveness of early and continuous stakeholder engagement. While the first round primarily focused on stakeholder mobilisation and the identification of opportunities and barriers, the second round demonstrated a clear progression towards discussions on implementation pathways, business models, financing mechanisms, and practical deployment challenges. This evolution reflects the successful maturation of stakeholder dialogue and increasing interest in the practical application of HarvRESt solutions.

Subsequently, the awareness-raising campaigns further extended the project's outreach through continuous engagement and consistent messaging through a combination of various formats including conferences, workshops, stakeholder meetings, trade fairs, social media, newsletters, press releases, videos, and mainstream media coverage. Together, these activities significantly increased the visibility of the project and contributed to raising awareness of the benefits and opportunities associated with renewable energy integration in agriculture.

The experiences documented in this deliverable provide a strong evidence base for future projects seeking to accelerate the transition towards more sustainable, resilient, and energy-efficient agricultural operations. The lessons and recommendations generated through these activities offer practical guidance and replicable examples for designing effective stakeholder engagement strategies that are responsive to local contexts while supporting broader renewable energy and climate objectives.

# 6. ANNEXES

## 6.1 Annex I: Warm-up events reporting template

HarvRESt

### Warm-up events – Reporting Template

***Important note:***

*This reporting template has been developed to gather the most important insights from the Warm-up events across all Use Cases. It will help all pilots to capture the information in an organised and standardised manner. The output from each Warm-up event is of key importance for other HarvRESt activities, such as the Awareness Raising Campaigns (T3.2), the Use Case Working Groups (T2.5), etc. Therefore, the expected format is **detailed paragraphs** rather than bullet points. If you have any doubts about how to fill in this Template, please contact the HarvRESt WR team.*

---

After the end of each event, the organisers should fill in the **event reporting template** (also shared via e-mail and uploaded in the SharePoint repository) and send it to WR. The template requires the information enlisted below:

1. Workshop General Information

- Title:
- Date :
- Venue :
- Organiser(s) :
- Participants and stakeholder groups and subgroups represented*[1]

2. Detailed remarks from the Warm-up event

This section of the report must reflect the pivotal importance of the warm-up event and provide rich and detailed information on the stakeholder's contributions. If your Use Case includes an interactive session (see section 3 of the Warm-up Guidelines), particular attention should be paid to stakeholders' insights and feedback. In that sense, **please do not use bullet points but describe in elaborated paragraphs** as needed.

- Event's goals, objectives, and relevance to HarvRESt

{Reporting text}

- Organisation of the event[2]

{Reporting text}

1 Limited to stakeholder groups and subgroups. Not personal data is required for the implementation of this task.
2 Please briefly describe the preparatory actions that you followed for organising the workshop. Please also provide here a list of the supporting material used during the workshop implementation. Include your feedback/experience on the use of specific online platforms and e-tools.

HarvRESt

- Outcomes of the event

Please present here the main outcomes of the event, if there were any new ideas generated, if there were any outcomes relevant to the stakeholder engagement process

{Reporting text}

- Evaluation of the event

Please indicate here the key takeaways from this event/activity. You can find here some questions that can help you to prepare this section.

-Were there any specific success factors?

-What challenges did you face with this event/activity?

-When re-deploying this event/activity would you do it differently? If so, how?

- Did participants give you any feedback?

{Reporting text}

- Other remarks

{Reporting text}

3. Workshop documentation and outreach/dissemination efforts

- Dissemination efforts

If applicable, briefly describe the dissemination and communications activities carried out before, during and after the event and the HarvRESt material distributed, if any (e.g. brochures/ posters displayed).

[Reporting text]

-Pictures and material produced during the warm-up event

- Include here or attach to this report pictures of the warm-up materials (white-board annotations, flipcharts, sticky notes, written notes, etc.). Please, also add a label indicating what material is included.
- Include here copies of the materials used to promote the event ((e.g. links to press releases, videos, posts, leaflets, etc.)
- Include here pictures of the event. Please, only include pictures from participants who provided explicit consent to have their images taken during the warm-up events.

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Provide also as attachment:

- Minutes
- All Presentations (if applicable)
- The agenda of the event
- Any other relevant material

## 6.2 Annex II: T3.1 and T3.4 Tracking template

HarvRESt
Greener Farming with RES

**WP3 activities tracker**

**This tracker aims to help WR (as WP3 leader) and CIRCE, as well the use cases teams themselves, keep track of the T3.1, T3.4 activities being planned.**

**The following guidelines documents aim to support the implementation process of the WP3 engagement activities.**

| | |
|---|---|
| T3.1 Guidelines (second round of warm up events): | https://fundacioncirce.sharepoint.com/:b:/r/sites/PR_UE_HE_2023_HarvRESt/Documentos%20compartidos/General/G.%20WP3/T3.1/Warm-up%20events/T3.1_Warm-up%20Guidelines_Final.pdf?csf=1&web=1&e=Pq89R0 |
| T3.4 Guidelines (training workshop): | https://fundacioncirce.sharepoint.com/:b:/r/sites/PR_UE_HE_2023_HarvRESt/Documentos%20compartidos/General/G.%20WP3/T3.4/HarvRESt%20-%20Capacity%20Building%20Guidelines.pdf?csf=1&web=1&e=lfk1xO |

**Each Use Case has their own worksheet to report all T3.1 and T3.4 planned activities.**

**T3.2 planned and executed activies (awareness raising activities) are to be reported in this separate excel tracker found here:** T3.2_ARC_Tracking template.xlsx

**After each activity is implemented, Use Case teams are kindly asked to fill in the corresponding post-implem. reporting template with the insights and results generated.**

| | |
|---|---|
| T3.1: | https://fundacioncirce.sharepoint.com/:w:/r/sites/PR_UE_HE_2023_HarvRESt/Documentos%20compartidos/General/G.%20WP3/T3.1/Warm-up%20events/Warm-up%20events%20%E2%80%93%20Reporting%20Template.docx?d=w99d2429935434935bebd88c3febe561a&csf=1&web=1&e=vApf4U |
| T3.2 *(extended reporting template for events/info days etc.,):* | https://fundacioncirce.sharepoint.com/:w:/r/sites/PR_UE_HE_2023_HarvRESt/_layouts/15/Doc.aspx?sourcedoc=%7B719BF916-AE9F-46C6-B0D2-0FED6D5836BD%7D&file=T3.2_ARC_Reporting%20template_extended.docx&action=default&mobileredirect=true |
| T3.4: | https://fundacioncirce.sharepoint.com/:w:/r/sites/PR_UE_HE_2023_HarvRESt/Documentos%20compartidos/General/G.%20WP3/T3.4/T3.4%20Training%20workshops_reporting%20template.docx?d=w59c5447622124d9881432ebc3cec88bc&csf=1&web=1&e=U31Jys |

| Activities | Timeline | KPIs |
|---|---|---|
| Warm-up events – 2nd round (T3.1) | M18 - M27 (March 2026) | KPI: 2 warm-up events per use case (1st round completed) |
| Training workshop (T3.4) | M20 - M27 | KPI: 5 Training modules and 5 training sessions for farmers |

## 6.3 Annex III: Warm-up events Agendas

**HarvRESt – first warm-up event**

**Ecomondo 6th November 2024**

| | | | | |
|---|---|---|---|---|
| 12:00 - 13:30 | Stand | Progetto HarvRESt – Come sfruttare il potenziale delle energie rinnovabili per un'agricoltura sostenibile | Daniele Rossi – V.Chairman Copa-Cogeca WP Research Leonardo Brachetti – Project Manager Confagricoltura Giulia Cividini – Project Manager Tecnoalimenti Simone Paolacci – Project Manager EnGreen | Confagricoltura |
| **Abstract** | Il primo Stakeholder Warm-up Event del Progetto Horizon HarvRESt sarà un'importante occasione per esplorare pratiche innovative nell'ambito dell'agricoltura sostenibile. In particolare, tre temi saranno al centro del dibattito: l'implementazione di soluzioni tecnologiche avanzate per l'ottimizzazione dei rendimenti all'interno dei sistemi agro-voltaici, l'integrazione delle energie rinnovabili nelle pratiche agricole e la potenziale certificazione di crediti di carbonio come risultato di tali azioni. Verrà presentato lo "Use Case" del progetto, la Fattoria Solidale del Circeo, una cooperativa sociale che coniuga l'agricoltura sostenibile con un forte impatto sociale, offrendo lavoro a persone disabili e svantaggiate. La fattoria, grazie ai suoi impianti agro-fotovoltaici, contribuirà alla creazione e alla validazione di soluzioni per la decarbonizzazione del settore agricolo. L'evento serve a migliorare la collaborazione con gli stakeholder locali e a delineare le linee guida per un'agricoltura sempre più resiliente e rispettosa dell'ambiente. | | | |
| 12:00 - 13:30 | Stand | Project HarvRESt – HARnessing the Vast potential of RES for susTainable farming | Daniele Rossi – V.Chairman Copa-Cogeca WP Research Leonardo Brachetti – Project Manager Confagricoltura Giulia Cividini – Project Manager Tecnoalimenti Simone Paolacci – Project Manager EnGreen | Confagricoltura |
| **Abstract** | The first Stakeholder Warm-up Event of the Horizon HarvRESt Project will be an important opportunity to explore innovative practices in the field of sustainable agriculture. In particular, three topics will be at the center of the discussion: the implementation of advanced technological solutions to optimize yields within agro-voltaic systems, the integration of renewable energy into agricultural practices, and the potential certification of carbon credits as a result of such actions. The project's 'Use Case,' the Solidarity Farm of Circeo, will be presented. This social cooperative combines sustainable agriculture with a strong social impact, providing employment to disabled and disadvantaged individuals. Thanks to its agro-photovoltaic systems, the farm will contribute to the creation and validation of solutions for the decarbonization of the agricultural sector. The event aims to enhance collaboration with local stakeholders and outline guidelines for increasingly resilient and environmentally friendly agriculture. | | | |

## Program for Online "Warm Up" Event for the Danish Use Case in the HarvRESt Project

Program

| Time | Activity |
|---|---|
| **10:00 - 10:10** | Welcome and Introduction (FBCD) |
| | Purpose of the day and the day's agenda |
| **10:10 - 10:25** | Introduction to HarvRESt (FBCD) |
| | Overview presentation of the HarvRESt project and its objectives |
| **10:25 - 10:40** | Introduction to HarvRESt Danish Use Case (Conterra) |
| | Review of the Danish use case, objectives, and its connection to other HarvRESt activities |
| **10:40 - 11:00** | System status and future vision (Conterra) |
| | Presentation of the current status and future visions for the system |
| **11:00 - 11:25** | Discussion and Questions (Conterra/FBCD) |
| | Open discussion. Participant input for development |
| **11:25 - 11:30** | Conclusion and next steps (FBCD) |


**Norwegian Warm-up Event (HarvRESt Project)**

**Agenda**

**09:00 – 09:15 | Welcome and registration**
Welcome by the host farmer (Røysland Gaard)
Round-table introduction of participants

**09:15 – 09:35 | Why renewable energy integration in agriculture?**
Presentation by Nordic Edge (Agritech Cluster)
Overview of trends in agriculture, automation, and energy demand

**09:35 – 09:55 | Local renewable energy from an energy supplier perspective**
Presentation by Fjordkraft
Importance of decentralised and renewable energy generation

**09:55 – 10:15 | Integration of renewable energy systems and grid considerations**
Presentation by Dalane Energy
Ongoing activities and business opportunities for energy suppliers

**10:15 – 10:35 | HarvRESt project overview and socio-economic context**
Presentation by NORCE
Key results on socio-economic factors, regulatory frameworks, and stakeholder perspectives relevant to RES in agriculture

**10:35 – 11:00 | Plenary discussion and Q&A**
Open discussion with participants

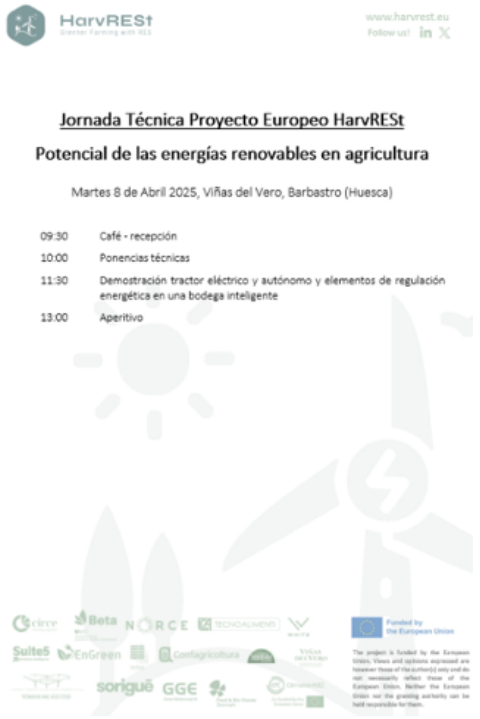
**11:00 – 12:00 | Lunch and networking**
Informal exchange among participants (lunch prepared at the farmhouse kitchen)

**12:00 – 12:30 | Integrated renewable energy systems at Røysland Gaard**
Presentation by the host farmer (GGE)
Motivations, challenges, and benefits of on-farm RES integration

**12:30 – 13:30 | Guided tour of existing and planned installations**
On-site visit of renewable energy systems at Røysland Gaard

**13:30 – 14:30 | Discussion on future collaboration and pilot installations**
Exchange on follow-up activities, demonstration sites, and stakeholder involvement

**14:30 – 15:00 | Wrap-up and next steps**
Summary of key messages
Outlook on future HarvRESt engagement activities in Norway




**HarvRESt-projektet fokuserer på en udvidet anvendelse af vedvarende energikilder i landbrugssektoren.** Potentialer og flaskehalse for en øget selvforsyningsgrad og effekter på CO2-udledning er centrale emner.

**Som en del af projektet skal der udvikles et beslutningsstøtte-værktøj med fokus på biogas**. Dette skal lette adgangen til nødvendige data og analyser, bistå aktører i beslutningsfasen for konkrete projekter og være motoren bag mere overordnede kortlægninger og scenarie-betragtninger. Værktøjet under udvikling vil blive præsenteret på dagen.

**Herudover byder dagen på en række spændende præsentationer om energi- og klimaplanlægning i landbruget** set både fra landmandens, myndighedernes og rådgiverens ståsted. Hvad angår bioforgasning ses der værdien af afgasset biomasse, potentialer ved produktion af biokul, og der dykkes ned i mulige indvirkninger fra udmøntningen af "Grøn Trepart" hhv. den nye kvælstofregulering.

**Dagen sluttes af med et besøg på Gråsten Landbrugsskoles biogasanlæg og anlægget til CO2-fangst.**

**Program**

10.00 Velkomst ved Kirsten B. Nielsen, Gråsten Landbrugsskole.

10.20 Præsentation af HarvRESt projektet, Holger Nehmdahl, Conterra

10.30 Præsentation af værktøj udviklet i HarvRESt projektet, Holger Nehmdahl

11.05 Værdien af afgasset biomasse, Lars Villadsgaard Toft, SEGES

11.35 Frokost

12.30 Enerigplanlægning for landbrugsbedrifter, Karl Jørgen Nielsen, Planenergi

12.50 Kommunens planlægning af vedvarende energi, mark Booker Nielsen, Ringkøbing Skjern Kommune

13.10 Værdien af fosfor i biokul fra afgasset biomasse, Nicolaj Ludvigsen, CIP

13.30 Økonomien i vedvarende energi for landmanden, Kurt Skaarup Mortensen, Spiras

13.50 Grøn Trepart/N-regulering. Hvad betyder det for landmanden som leverandør/aftager (biogas/afgasset biomasse), Niels Gylsen Buch, Vestjysk

14.10 Kaffe

14.40 Biogasanlægget på Gråsten Landbrugsskole inkl. CO2 fangst, Frank Wennerberg, Green Farm

15.00 Gåtur til biogasanlægget

15.10 Besigtigelse af Gråsten Landbrugsskoles biogasanlæg og anlæg til CO2 fangst. Green Farm

15.30 Tak for i dag


**Programme – Second Warm-up Event (Norwegian Use Case)**

1. **What are we prepared for?**

Tone Vaule, Mayor of Bjerkreim Municipality
Ørjan Daltveit, Municipal Director, Bjerkreim Municipality

2. **Can businesses and farmers secure themselves against shortages of electricity and supplies?**

Ingunn Walderhaug leads the panel discussion

- Idar Sønstabø, CEO, Enida
- Per Harald Vabø, CEO, Felleskjøpet Rogaland Agder
- Stig Førsvoll, Logistics Manager, NorEngros

3. **Practical preparedness for water and food**

Kjell Ivar Ueland, farmer, entrepreneur and project manager

4. **The technological barn – what if electricity, water and internet are gone?**

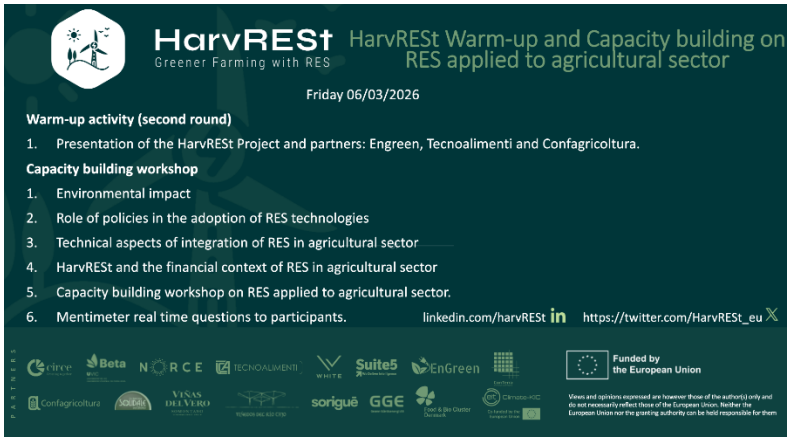
Kjetil Slettebø, farmer and sales representative at Fjøssystemer

5. **Farmland – our most important preparedness resource**

Gerd S Engelsgjerd, Head of Agriculture, Bjerkreim Municipality

**Organisers:** Bjerkreim Business Association – Bjerkreim Smallholders' and Farmers' Association – Bjerkreim Farmers' Union – Bjerkreim Municipality

**Venue:** Bjerkreim Community Centre, Vikesågata 55, 4389 Vikeså


HarvRESt
Greener Farming with RES
HarvRESt Warm-up and Capacity building on RES applied to agricultural sector
Friday 06/03/2026
Warm-up activity (second round)
1. Presentation of the HarvRESt Project and partners: Engreen, Tecnoalimenti and Confagricoltura.
Capacity building workshop
1. Environmental impact
2. Role of policies in the adoption of RES technologies
3. Technical aspects of integration of RES in agricultural sector
4. HarvRESt and the financial context of RES in agricultural sector
5. Capacity building workshop on RES applied to agricultural sector.
6. Mentimeter real time questions to participants.
linkedin.com/harvRESt
https://twitter.com/HarvRESt_eu
Funded by the European Union
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## 6.4 Annex 4: Awareness-raising materials

HarvRESt

**Networking Events**: They bring together farmers, technology providers, policymakers, researchers, and financiers to share knowledge, discuss challenges, and form partnerships around RES adoption.

### 1.1.5 *Timing and design*

The Use Case teams are requested to plan their ARC and present an action plan that includes a variety of activities to facilitate the monitoring process. This plan should be proactively shared with White Research and the C&D Manager (FBCD) for coordination purposes, ensuring alignment with project objectives and provisions and addressing any potential need for a visual presentation in a timely manner. A tailored document (Annex 2.4) will be circulated to the Use Case teams, requiring them to **complete the ARC Action Plan with their awareness-raising activities by M18 (June 2025)**. An indicative example of a Gannt diagram with some main AR activities and a timeline is provided below (the activities are examples, but you can build up them if you have the chance):

| Actions | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 | Sep-25 | Oct-25 | Nov-25 | Dec-25 | Jan-26 | Feb-26 | Mar-26 | Apr-26 | May-26 | Jun-26 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Preparatory / DesignPhase (M16-M18)** | | | | | | | | | | | | | | | |
| UC Teams and RTOs design ARC following guidelines, share action plan with WR and FBCD, and receive approval | | | | | | | | | | | | | | | |
| Creation of Recognisable graphics/visuals tailored to each UC | | | | | | | | | | | | | | | |
| Social Media Setup | | | | | | | | | | | | | | | |
| **Implementation of activities (M18-M30)** | | | | | | | | | | | | | | | |
| Info days | | | | | | | | | | | | | | | |
| Fairs and events | | | | | | | | | | | | | | | |
| Demonstration events | | | | | | | | | | | | | | | |
| Mailing | | | | | | | | | | | | | | | |
| Posters/Brochures | | | | | | | | | | | | | | | |
| Activities in schools/universities | | | | | | | | | | | | | | | |
| Social media posts | | | | | | | | | | | | | | | |
| Press releases | | | | | | | | | | | | | | | |
| Webinars | | | | | | | | | | | | | | | |
| Reporting results | | | | | | | | | | | | | | | |
| D3.5 by WHITE | | | | | | | | | | | | | | | |

**Figure 1 ARC activities plan - indicative timeline –**

The UC teams are also asked to fill in the document (2.4) with some information about the rationale for selecting these activities, and the reasons they think it will be effective and successful. UCs can refer to the key messages and goals of each campaign, and how the activities selected will help them achieve them.

### 1.1.6 *Suggestions for actions to help ARCs attract audiences and effectively deliver messages*

- Tailoring communication styles to different audience segments.
- Utilising social proof and testimonials from early adopters.
- Organising interactive, experience-based events such as farm visits.
- Leveraging influencers or local champions within the agricultural sector.
- Produce posts and other educational material (e.g., flyers or posters if you have the resources), infographics based on your stories.
- Publish regularly social posts about HarvRESt in your national language on your social networks.
- Try to engage other different media such as radio and journals.
- If you have the opportunity, organise webinars and meetings in order to involve policymakers, companies, associations etc.,.

HarvRESt

- Every 6 months, select a pool of potential interesting national events (e.g., fairs, exhibitions, conferences) where you can present success stories and the HarvRESt project and results.
- Use as many formats as possible to tell a story: interviews, success stories.
- If you find an interesting story to tell, do not miss the chance to do it. Write a post, add the picture of the main subject or an image which reminder your topic and post it.

UCs are strongly encouraged to incorporate data-based insights from **WP4** findings on the impact of using RES technologies in agricultural production into their ARC.

### 1.1.7 *Example successful cases of ARCs*

Across Europe, numerous projects have proven successful in shifting public attitudes, increasing RES awareness, and accelerating adoption. This chapter explores several such cases, detailing the key activities and outcomes, and offering valuable insights for replicating these successes in other regions.

BECoop project - Unlocking the community bioenergy potential[3]

**Focus:** The BECoop awareness-raising campaigns, carried out across Spain, Greece, Poland, and Italy, were tailored to promote local Bioenergy Communities as viable solutions for thermal decarbonisation and energy independence, supporting the project's main objective. The campaigns focused on the benefits of bioenergy, such as reducing energy costs, enhancing agricultural production, and achieving local energy autonomy.

Key Activities:

**Demonstration events**: The pilot cases organised practical demonstrations and hands-on activities to showcase the practical advantages of bioenergy and energy communities.


**Figure 2 BECoop project demonstration activities**

**Educational flyers, brochures, posters**: During online and offline activities, the pilot teams made effective use of various visual aids, including roll-ups, PowerPoint presentations, informational leaflets, and poster. The D&C manager supported the team in the design of communication materials, when needed. This collaborative effort ensured that the communication materials were aligned with the project identity and there was a consistency among the pilots.

[3] https://www.becoop-project.eu/

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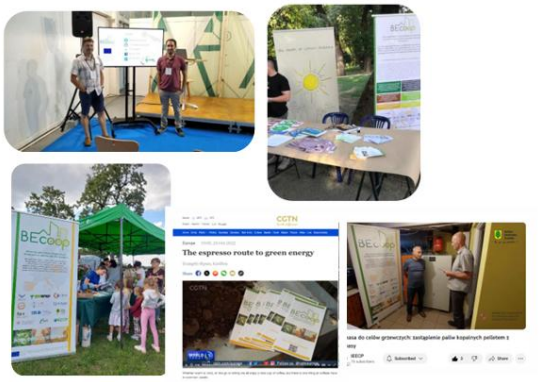


**Figure 5 BECoop awareness raising through info days, presentations and articles**

ALFA project - Promoting the adoption of biogas systems within the livestock farming sector[4]

**Focus:** The ALFA project, funded by the EU's Horizon Europe program, is dedicated to promoting the adoption of biogas systems within the livestock farming sector. A significant component of ALFA's strategy involves conducting ARCs to enhance societal acceptance of biogas solutions.

Key Activities:

**Educational Outreach**: ALFA organises capacity-building activities to inform stakeholders about the benefits and implementation of biogas technologies. These initiatives aim to address misconceptions and provide accurate, science-based information regarding biogas systems.

**Public Surveys**: To collect input on public perceptions and identify areas needing attention, ALFA conducts surveys as part of its awareness campaigns. For instance, the "Together for Biogas" campaign includes surveys[5] to collect insights on public knowledge and attitudes toward biogas.

[4] alfa-res.eu

[5] https://alfa-res.eu/awareness-campaign-biogas/

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## 1.2 Campaign strategy per Use Case

### 1.2.1 *Italy*

*Objectives*

The Italian case study serves as a benchmark for **integrating agrovoltaic solutions into sustainable farming practices**. The primary objective is to disseminate the project's vision and goals while actively engaging farmers, energy companies, local municipalities, schools, and communities. Through targeted outreach and knowledge-sharing initiatives, the project seeks to raise awareness, foster collaboration, and inspire action toward the broader adoption of renewable energy in agriculture.

By **showcasing real-world applications of agrovoltaic technology**, this initiative aims to demonstrate its environmental, economic, and technical benefits, encouraging stakeholders to explore scalable and replicable solutions. In addition to disseminating results, the project will actively gather stakeholder feedback, ensuring that insights from the field contribute to refining strategies and addressing potential challenges. Furthermore, by facilitating collaborative discussions and partnerships, the initiative aims to drive the co-creation of policies and best practices, paving the way for the widespread adoption of agrovoltaic systems in Italy and beyond.

*Barriers and challenges*

One of the key challenges in promoting RES in agriculture is the lack of recognition for reduced carbon footprint agricultural production as an added value within the agri-food value chain. Despite the environmental and economic benefits of integrating RES, farmers often struggle to gain market incentives or competitive advantages for adopting sustainable practices.

*Proposed actions to overcome barriers*

To address this, the Italian UC aims to demonstrate the tangible benefits of RES adoption in agriculture by showcasing the Fattoria Solidale del Circeo use case as a successful model. Through real-world examples, the project will highlight how RES integration can lead to cost savings, increased energy independence, and improved environmental performance, ultimately making the case for greater recognition and incentivisation of low-carbon agricultural production.

*Key messages and target audiences*

The Italian UC aims to optimise agricultural productivity while reducing environmental impact through three key focus areas: advancing agrovoltaic systems, transitioning from combustion to electrification, and enhancing agricultural education.

A critical objective of the project is to study **agronomic practices for agrovoltaic systems**, analysing factors such as **microclimate, water evaporation rates, and light distribution** under photovoltaic panels. By identifying and developing **specialized machinery and crop varieties** suited to these conditions, the project seeks to optimise yields for crops such as **saffron and ornamental plants**, as well as integrated **livestock systems like laying hens**.

Another key focus is the **transition from combustion-based to electric energy sources**, assessing the feasibility of replacing fossil fuel-powered systems with electricity. This shift not only reduces **$CO_2$ emissions** but also

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# The project

The HarvRESt project aims to enhance the sustainable production of renewable energy at farm-level. This approach not only makes farms climate-neutral but also optimizes production, reduces their impact on natural resources and biodiversity, and provides energy services to communities, thereby diversifying economic income. However, deciding how best to integrate renewable energy sources (RES) on a farm is not without its challenges. The decision is a complex one, with many factors to consider. Due to this, HarvRESt seeks to identify, understand, and overcome the existing barriers hindering the widespread adoption of this innovative approach. Current initiatives often overlook the complex interactions and factors within the farming and RES context, resulting in ineffective support for decision-making based on accurate projections, estimations, and forecasts. HarvRESt will therefore consolidate and enhance existing knowledge, creating an Agricultural Virtual Power Plant capable of running diverse scenarios and farm configurations. This tool will determine the best operational procedures for a given RES solution, providing valuable data to a decision support system. This system will weigh trade-offs and key indicators, offering tailor-made recommendations to farmers and policymakers.

| PARTNER | | SHORT NAME |
|---|---|---|
| circe Creating together | CIRCE Research Centre | CIRCE |
| Beta UVIC | BETA Technological Centre | UVic-UCC (BETA) |
| NORCE | NORCE | NORCE |
| TECNOALIMENTI | Tecnoalimenti | TCA |
| WHITE | WHITE | WR |
| Suite5 We Deliver Intelligence | Suite5 Data Intelligence Solutions Ltd. | Suite5 |
| EnGreen | EnGreen | EnG |
| ConTerra | ConTerra | CT |

| | | |
|---|---|---|
| Confagricoltura | Confagricoltura | CONFAGRI |
| Fattoria Solidale del Circeo | Fattoria Solidale del Circeo | FSDC |
| Viñas del Vero | Viñas del Vero | VdV |
| Viñedos del Rio Tajo | Viñedos del Rio Tajo | VRT |
| soriguē | Sorigué | ACSA |
| GGE | Grønn Gårdsenergi AS | GGE |
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