

After-LIFE communication Plan

Action E

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The DRIVE LIFE project

DRIVE LIFE (LIFE19 ENV/IT/000035) was aimed to address how to tackle the issue of concurrent meteorological drought and water scarcity, finding solutions for improved vineyard ecosystems resilience. This is to maintain competitiveness while lowering vineyard water footprint and making additional water supply unnecessary.

During the project (2021-2023) the ongoing and final results were discussed and presented to the involved stakeholders (SHs).


To ensure transferability and increase the awareness of local and external SHs over the next years all partners will continue to disseminate and develop DRIVE's outcomes after the project's end.





Partners will keep all the DRIVE tools, approaches and initiatives "alive" **for at least 5 years** after the end of the project. The involvement of large wine cooperatives in the DRIVE project assures that the initiatives and the tools developed during its activities will be promoted among the associated farmers even after DRIVE's conclusion.

This document aims to present the main project objective and results and the strategy for results dissemination in the after-life period (2024-2028).

Project objectives and results

In the following table main objectives and related foreseen and obtained results are shown. For each result the reference to deliverable or milestone reached is reported.

	Main objective
	<p>Characterize progression and current meteorological drought status within the two large vine districts - the Colli Piacentini area (about 5300 ha currently planted in Emilia Romagna) and the Oltrepo' Pavese area (about 13.000 hectares currently planted in Lombardy) - and collect, through a questionnaire submitted to all associates, additional information about current soil management as well as magnitude and impact of water scarcity. This will facilitate choosing locations of demo farms where a given water resilience strategy will be implemented according to relative importance of soil vs. atmospheric stress factors as well as vs. soil features (i.e. slope, attitude to erode, soil water holding capacity, low organic matter content, etc.).</p>

	Main objective
	<p>Develop an innovative Monitoring Tool (MT) for improved assessment and use of natural soil reserves and seasonal rainwater consumption able to guide farmers to:</p> <ul style="list-style-type: none"> - define their specific water supply related problems; - track seasonal soil water depletion and canopy/grass water uses; - identify and validate thresholds of significant water stress.
	<p>Test the MT in demo-vineyards and achieve increased storage and improved use of natural water resources in vineyard ecosystems prone to summer drought and with limited or no availability of supplemental water for irrigation.</p> <p>These objectives will exploit, in each demo vineyard, comparisons between local practice and a “water resilient management” where one or more techniques suitable to improve rain water use efficiency as well as increase leaf and cluster tolerance to water, heat and light stresses will be demonstrated</p>
	<p>Define the effects of water resilient management in vineyards on the environmental footprints of the wine sector and on the related ecosystem services. Valorize environmental benefits through market-based tools for farmers and producers.</p>
	<p>Promote a new participatory and promotional approach for stakeholder involvement able to:</p> <ul style="list-style-type: none"> • ensure proposed innovation is feasible and effective so the innovation acceptance rate will boost; • increase the future exploitation of project results; • exploit market opportunities about natural water resources, “know how” about soil water depletion and canopy water consumption, and ecosystem services; and, finally, • ensure replicability and transferability across other viticulture districts in Italy and Europe and to other agricultural sectors.

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Strategy for implementation of project results in the After-LIFE phase

PocketDRIVE (Monitoring Tool)



UNIMI will maintain and update **the ICT infrastructure of the PocketDRIVE app**, in close collaboration with UCSC and UNIPV. Therefore, any new relevant results from the activities dealing with research and development, such as new calibration routines, will be implemented.

UNIMI is developing a **market strategy** for delivering the tool to viticulturists at the European level. The market strategy will be based on a service released on a yearly basis, with a constant fee and a variable amount calibrated over the number of hectares covered by the service. In case the service will be directly released to farmers, the variable part of the cost will vary according to the number of hectares. In the case of technicians acting as consultants for farms accounting together for more than 100 hectares, instead, the variable component of the service cost will be defined

by negotiating each specific situation.

From the ICT point of view, the scalability of the system will be achieved via an architecture design based on modules represented by independent virtual machines in the cloud (VM) sized to manage each a predetermined number of hectares. This will allow extending the system once the surface threshold is reached by simply installing a new VM.

Demonstrative activities in demo farms

The network of demonstrative farms and consortia will be maintained by UNIPV so that demonstration potential will be assured also after the project ends. UNIPV will also take care of the maintenance of the weather stations in the demo farms.

- SMV, CNV and CRT vineyards (2 in Oltrepò and 1 in CP) will follow the same experimental layout. Activities will be supported by NODES project (PNRR)

Demonstrative action will be maintained for at least 5 years, and, in the end, soil analysis will be made to assess medium-term effects.

Periodic check of weather stations	Unit	Budget	Responsible
Soil analyses	3 Demo farms	3 man/day + 800€ for soil analysis	UNIPV
Vine behaviour assessment	3 Demo farms	5 man/day/year	UCSC
Vineyard management protocols implementation	3 Demo farms	2 man/day/year	UCSC and UNIPV

Environmental performances and market opportunities

ART-ER, acting as regional development agency, supports the Emilia-Romagna Region in the implementation of policies based on innovative approaches (e.g. valorization of ecosystem services and footprints), related to the implementation of the regional strategy on climate change mitigation and adaptation. ART-ER will support the involvement of stakeholders through its networks at regional (green economy observatory), national (Ministry roundtable on ES), European (Business & Biodiversity Platform) and global (4x1000 Initiative) level.

Moreover, as coordinator of Emilia-Romagna High Technology Network, ARTER will spread and share the innovative techniques developed in the project.

ART-ER will be also available to support pilot companies that obtained the water footprint certification to define strategies to exploit related benefits on the market.

Finally, ART-ER will continue to cooperate with Credit Agricole Italia and Condifesa Piacenza to support the adoption of sustainability solutions among farmers.

Diffusion of PES to policies to public authorities	Unit	Budget	Responsible
Follow up of developed PES (in collaboration with Credit Agricole)	1 tool	6 man/day per year	ART-ER
Follow up of assessed PES (assurance tool developed)	1 tool	3 man/day per year	ART-ER
Follow up of water footprint certification	4 companies	4 man/day per year	ART-ER
Presentation of tools to Emilia-Romagna Climate Forum	2 tools	2 man/day per year	ART-ER

Stakeholders involvement

Partners will continue to hold **training initiatives** linked with DRIVE tools and outputs. These activities will have several target groups: **farmers, producers, consumers, public authorities, students** etc. In the framework of these activities, the DRIVE partners will continue to consolidate and valorize the DRIVE results and will disseminate the DRIVE experience into other sectors and products.

Workshops and meetings with the cooperative wineries (VICOBARONE and OLTREPO) will be organized by UCSC, UNIMI and the wineries' technical staff.

Dissemination After-Life

Tools/activities	Who?	Activities	Goal	Budget
Website and social media pages (Facebook and Instagram)	UCSC	Maintenance of the project website, focusing on the main outputs of the project.	Uploading of all the materials produced after the end of the project.	2 man/days per year

			Update the website with news related to project results and dissemination activities	
	UCSC	Maintenance of the project social media pages focusing on the main outputs of the project.	Increase the visibility of the project	
Congress Conferences and workshop	UCSC	Participation in (at least) 2 sectoral congress/workshop	Presentation of project results and enhance the awareness among SHs on innovative solution's effectiveness	2 man/days per year
	ART-ER	Presentation of developed PES at Ecomondo fair and R2B fair		4 man/days per year
	UNIMI	Presentation of PockeDRIVE app at workshops and seminars	Enhance the awareness among stakeholders on the availability of the tools	4 man/days per year
	UNIPV	Participation in (at least) 2 sectoral congresses/workshops	Presentation of project results and enhance the awareness among SHs on innovative solution's effectiveness	2 man/days per year
	UCSC, UNIMI OLTREPO and VICOBARONE	Participation in meetings/workshops with local farmers	Presentation of the water resilience solution and the PocketDRIVE App	2 man/days per year
Papers	Consortium	1 paper on International Journal	Presentation of main results of DRIVE LIFE activities	2000€

Notice boards	UCSC	Maintenance of notice boards in ongoing demonstrative vineyards.	Enhance project visibility	
Networking	Consortium	Participation in networking activities	Presentation of project results and enhance the awareness among SHs	2 man/days per year
New project related to DRIVE LIFE	Consortium	searching of funding resources (demonstration, innovation, research)	Exploitation and replication of project results	