

**WP5: DISSEMINATION, COMMUNICATION AND  
EXPLOITATION**

**D5.8: Cross-European  
collaboration and synergies  
v1**



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## Document Information

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## List of abbreviations

EC – European Commission

GA – Grant Agreement

GDPR – General Data Protection Regulation

UC – Use Case

WP – Working Package

# 1. Executive summary

The PRUDENT project aspires to change the way agriculture and forestry systems currently operate and to accelerate the transition to sustainable agriculture and forestry practices and smart farming technologies. It aims to identify and evaluate the most effective green nudges, in the context of appropriate behavioural and experimental settings, that can enable behavioural change towards more sustainable agriculture and forestry.

This deliverable presents the first version of PRUDENT's cross-European collaboration and synergies report. It provides an overview of identified projects, initiatives, and networks relevant to PRUDENT's objectives, with a focus on fostering mutual exchange, amplifying impact, and supporting policy and practice integration.

The deliverable is structured as a dynamic table that records key information for each collaboration opportunity. This includes basic project identifiers, the relevance of each initiative to PRUDENT, defined goals for collaboration, planned or ongoing joint activities, and designated contact points within the consortium. The approach is designed to be practical, progress-oriented, and integrated into the project's overall management processes.

The cross-collaboration effort is coordinated in close connection with project management (PM) and Work Package 5 activities. It supports the broader goals of PRUDENT by facilitating alignment with similar EU-funded projects, thematic initiatives, and policy platforms.

This first version serves as a baseline for tracking and monitoring collaboration activities, which will be updated and expanded in subsequent versions of this deliverable (D5.9 and D5.10).

## 2. Introduction

PRUDENT aims to support the transition to more sustainable agriculture and forestry systems through the identification and evaluation of green nudges that can drive behavioural change. The project combines experimental research, digital nudging tools, and co-creation with stakeholders across diverse farming and forestry systems in Europe.

To increase its reach and impact, PRUDENT also seeks to actively collaborate with other EU-funded initiatives working on related topics such as behavioural change, sustainability transitions, and smart farming. These collaborations allow for knowledge sharing, joint visibility, and mutual reinforcement of results, particularly with sister projects funded under the same Horizon Europe call.

### 2.1. PRUDENT Cross-European Collaboration and Synergies v1 Deliverable

This deliverable, D5.8 – Cross-European Collaboration and Synergies v1, has been developed under Task 5.3: Collaboration and synergies with other projects and initiatives, within Work Package 5: Dissemination, Communication and Exploitation. It initiates a structured and ongoing process of identifying, establishing, and tracking synergies with relevant European projects, networks, and policy platforms.

Instead of a traditional narrative report, this deliverable uses a dynamic table format to document key collaboration opportunities. For each initiative, it outlines its relevance for PRUDENT, shared objectives, joint activities, contact points, and progress indicators. This approach supports practical integration into project workflows and fosters cross-project exchange.

This first version (v1) provides a foundation for continuous updates throughout the project, with more collaborations and shared outputs to be documented in future versions (D5.9 in M36 and D5.10 in M46).

This document is structured as follows:

- **Chapter 3** presents the current cross-European collaboration activities and synergies, including the main collaboration table, KPI tracking, and a summary of implemented activities to date.
- **Chapter 4** outlines the collaboration process and monitoring framework, including identification of relevant initiatives, engagement strategy, and tracking mechanisms.
- **Chapter 5** presents the next steps for expanding collaboration efforts and how the deliverable will evolve in future versions.
- **Chapter 6** provides concluding remarks on the role of cross-collaboration in PRUDENT and the process for updating this deliverable.

## 3. Cross-European Collaboration Activities and Synergies

### 3.1. Overview



Figure 1: Overview of PRUDENT sister projects

Since its start, PRUDENT has worked to build meaningful synergies with other EU-funded initiatives that share similar goals, particularly the sister projects funded under the same Horizon Europe call. These collaborations aim to boost visibility, encourage knowledge exchange, and create opportunities for joint activities that support shared objectives. By Month 18, PRUDENT has established 6 active collaborations with projects: [BEATLES](#), [ENFASYS](#), [VISIONARY](#), [QuantiFarm](#), [ForestAgriGreenNudge](#) and most recently [4Growth](#). Each of these projects brings a unique perspective that complements PRUDENT's work. So far, the collaborations have included joint webinars, mutual support in communication efforts, and participation in project events. The following pages provide a detailed overview of each synergy, including its relevance for PRUDENT and the activities carried out or planned.

### 3.2. Overview Table of current collaborations

This section presents the current status of cross-European collaborations and synergies established under Task 5.3. It documents existing project interactions, joint activities, and early progress against KPI targets. Each table reflects real initiatives and will be updated continuously throughout the project.

#### 3.2.1. BEATLES

| Project                                                                                                                                                      |                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>BEATLES</b><br>Behavioural change towards sustainable farming<br>2022-2026                                                                                | <br><a href="https://beatles-project.eu">beatles-project.eu</a> |
| <b>Relevance for PRUDENT:</b> <ul style="list-style-type: none"> <li>Sister project (same call)</li> <li>focus on systemic transition</li> </ul>             | <b>Collaboration goals:</b> <ul style="list-style-type: none"> <li>Visibility and knowledge exchange</li> <li>joint outreach</li> </ul>             |
| Activities & KPIs                                                                                                                                            |                                                                                                                                                     |
| <b>Ongoing / Planned activities:</b> <ol style="list-style-type: none"> <li>Social media synergy</li> <li>Joint webinars</li> <li>Cross-promotion</li> </ol> | <b>KPIs:</b> <ul style="list-style-type: none"> <li>1 joint event</li> <li>1 synergy</li> </ul>                                                     |





Figure 2: Image from Beatles - GOOD - Prudent projects webinar

### 3.2.2.ENFASYS

| Project                                                                                                                                                        |                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ENFASYS</b><br>Enabling sustainable farming systems<br>2022-2026                                                                                            | <br><a href="https://enfasySproject.eu">enfasySproject.eu</a> |
| <b>Relevance for PRUDENT:</b> <ul style="list-style-type: none"> <li>Sister project (same call)</li> <li>Shared behavioural focus</li> </ul>                   | <b>Collaboration goals:</b> <ul style="list-style-type: none"> <li>Shared learning and dissemination</li> <li>Joint outreach</li> </ul>         |
| Activities & KPIs                                                                                                                                              |                                                                                                                                                 |
| <b>Ongoing / Planned activities:</b> <ol style="list-style-type: none"> <li>Joint webinar</li> <li>Mutual promotion</li> <li>Workshop participation</li> </ol> | <b>KPIs:</b> <ul style="list-style-type: none"> <li>1 joint event</li> <li>1 synergy</li> </ul>                                                 |



Figure 3: Image from Beatles - Enfasys webinar that Prudent supported



### 3.2.3. VISIONARY

| Project                                                                                                                                                                             |                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>VISIONARY</b><br>Transition pathways in food systems<br>2022-2026                                                                                                                | <br><a href="http://visionary-project.eu">visionary-project.eu</a> |
| <b>Relevance for PRUDENT:</b> <ul style="list-style-type: none"> <li>Sister project (same call)</li> <li>Shared policy tools</li> </ul>                                             | <b>Collaboration goals:</b> <ul style="list-style-type: none"> <li>Mutual visibility</li> <li>Early stage contact</li> </ul>                         |
| Activities & KPIs                                                                                                                                                                   |                                                                                                                                                      |
| <b>Ongoing / Planned activities:</b> <ol style="list-style-type: none"> <li>Social media announcements</li> <li>Policy collaboration</li> <li>Cross-promotion on website</li> </ol> | <b>KPIs:</b> <ul style="list-style-type: none"> <li>1 synergy</li> </ul>                                                                             |



Figure 4: Image from Prudent project being presented at Visionary project's event

### 3.2.4. QuantiFarm

| Project                                                                                                                                      |                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <b>QuantiFarm</b><br>Smart monitoring for sustainable agriculture<br>2022-2026                                                               | <br><a href="http://quantifarm.eu">quantifarm.eu</a> |
| <b>Relevance for PRUDENT:</b> <ul style="list-style-type: none"> <li>Focus on digital agri tools</li> <li>Links with nudging tech</li> </ul> | <b>Collaboration goals:</b> <ul style="list-style-type: none"> <li>Future collaboration on technical pilots</li> </ul>                   |
| Activities & KPIs                                                                                                                            |                                                                                                                                          |
| <b>Ongoing / Planned activities:</b> <ol style="list-style-type: none"> <li>To be defined</li> </ol>                                         | <b>KPIs:</b> <ul style="list-style-type: none"> <li>To be done</li> </ul>                                                                |



Figure 5: Announcement of collaboration between Prudent and QuantiFarm

### 3.2.5. ForestAgriGreenNudge

| Project                                                                                                                                                                                                    |                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ForestAgriGreenNudge</b><br>Behavioural nudging in forestry/agriculture<br>2024-2028                                                                                                                    |  <b>ForestAgri<br/>GREENNUDGE</b><br><a href="https://green-nudges.eu">green-nudges.eu</a> |
| <b>Relevance for PRUDENT:</b> <ul style="list-style-type: none"> <li>Thematically aligned new project</li> </ul>                                                                                           | <b>Collaboration goals:</b> <ul style="list-style-type: none"> <li>To be explored as part of Cluster 6</li> </ul>                                                           |
| Activities & KPIs                                                                                                                                                                                          |                                                                                                                                                                             |
| <b>Ongoing / Planned activities:</b> <ol style="list-style-type: none"> <li>Contact established, early discussion</li> <li>EU policy workshop in Brussels co-organized between the two projects</li> </ol> | <b>KPIs:</b> <ul style="list-style-type: none"> <li>To be done</li> </ul>                                                                                                   |

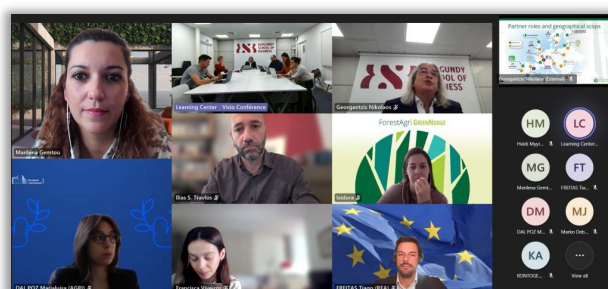


Figure 6: Images from ForestAgriGreenNudge kick off



Figure 7: Photo from the jointly organized policy workshop conducted on 21st of May 2025 in Brussels

### 3.2.6.4Growth

| Project                                                                                                                      |                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>4Growth</b><br>Understanding the Market to Forecast Future Growth<br>2024-2028                                            | <br><br><a href="https://4growth-project.eu">4growth-project.eu</a> |
| <b>Relevance for PRUDENT:</b> <ul style="list-style-type: none"> <li>Thematically aligned new project</li> </ul>             | <b>Collaboration goals:</b> <ul style="list-style-type: none"> <li>To be explored as part of Cluster 6</li> </ul>                                       |
| Activities & KPIs                                                                                                            |                                                                                                                                                         |
| <b>Ongoing / Planned activities:</b> <ol style="list-style-type: none"> <li>Contact established, early discussion</li> </ol> | <b>KPIs:</b> <ul style="list-style-type: none"> <li>To be done</li> </ul>                                                                               |



Figure 8: Annoucement of collaboration between 4Growth and Prudent on social media

### 3.3. KPI Progress

Below is the table showcasing the progress of KPI fulfilment as of M18:

| KPI                                                 | Target | Status                               |
|-----------------------------------------------------|--------|--------------------------------------|
| Synergies established with projects and initiatives | 15     | In progress; 5 synergies established |
| Joint events organised                              | 3      | In progress; 1 webinar organised     |
| Events and fairs participated                       | >20    | In progress; 2 webinars participated |

Table 1: Collaboration and synergy KPIs at M18

### 3.4. Summary of implemented activities

From the beginning of the project, the communication team has proactively established communication channels with sister project teams and identified opportunities for collaborative action. These efforts have resulted in multiple synergies and shared activities with both sister projects and thematically related initiatives.

Projects engaged include:

- BEATLES, ENFASYS, and VISIONARY – PRUDENT’s core sister projects, with collaboration extending beyond communication activities. These projects have also contributed to Task 1.2 ("Insights on green nudging from ongoing projects"), which focuses on gathering relevant evidence and approaches from existing Horizon Europe projects. Their contributions support PRUDENT’s knowledge base on behavioural interventions and their application in agriculture and forestry.
- QuantiFarm – A Cluster 6 project with complementary scope
- ForestAgriGreenNudge and 4Growth – Newly launched projects with thematic relevance

Key activities so far:

- Joint input from sister projects to task T1.2 under WP1
- Social media promotion of sister projects
- Dedicated section on the PRUDENT website showcasing synergies
- Joint webinar co-organised with ENFASYS and BEATLES
- Joint webinar co-organised with BEATLES and GOOD *“Adoption of sustainable agriculture: from the producer to the consumer”*
- Mutual support for event participation and dissemination

In addition to project-level synergies, PRUDENT also recognises the strategic value of engaging with established European and international networks. These include organisations such as COPA-COGECA, CEJA, FAO, JRC, and others already linked to the project via partners or Advisory Board members. WP5 has outlined a continuous effort to map this stakeholder ecosystem, creating opportunities for feedback loops, joint events, and broader policy engagement across all target groups.

In the upcoming period, PRUDENT will further engage with relevant initiatives and explore synergies through the CAP Network, national AKIS actors, and broader European platforms.

## 4. Collaboration process and Monitoring Framework

This chapter outlines the initial framework for managing and tracking cross-European collaboration activities in PRUDENT. The goal is to ensure that synergies with relevant initiatives are strategically pursued, clearly documented, and regularly monitored throughout the project duration.

#### 4.1. Identification of relevant initiatives

Relevant projects and networks are identified based on:

- Shared focus on behavioural science, agriculture/forestry transitions, and policy support
- Horizon Europe and Cluster 6 programme alignments
- Existing partner connections and external outreach
- EU-wide platforms and events (e.g. COPA-COGECA, CEJA, JRC, CAP Network)

The mapping process is supported by the stakeholder ecosystem database maintained by WP5. This includes regional and international networks in the domains of farming, forestry, policy, research, civil society, and industry, with an estimated outreach potential exceeding 160,000 stakeholders.

#### 4.2. Engagement and Coordination

Engagement is managed under Task 5.3 by ABE, with close coordination with project management and relevant WP leads. The process includes:

- Initial outreach and contact exchange
- Definition of shared interest areas
- Joint participation in events, communication alignment, or shared outputs

#### 4.3. Monitoring and Updates

Progress is tracked via:

- Updates to the collaboration table
- KPI monitoring and reporting at GA meetings
- Continuous entries in an internal collaboration log
- Integration into future deliverables D5.9 (M36) and D5.10 (M46)

## 5. Sister projects Collaboration plan

#### 5.1. Clustering & Collaboration with sister projects

**Goal:** Ensure consistency in approaches, avoid duplication, and increase the visibility of results across projects.

**Activities:**

1. Knowledge exchange and coordination with relevant projects funded under the same or related calls.
2. Joint participation in EU clustering activities, including those initiated by the European Commission or project officers.
3. Contribution to a “community of practice” around green nudges, sustainability, and behavioural science in agriculture.

#### 5.2. Joint Events & Synergies

**Goal:** Amplify policy impact and create cross-project learning opportunities.

**Activities:**

1. Co-organize joint workshops and conferences with sister projects to discuss methodologies, results, and policy implications.
2. Take part in clustering sessions, thematic groups, and joint stakeholder engagement initiatives at EU level.
3. Support policy dialogue and co-creation workshops with sister initiatives focusing on behavioural economics, nudging, and sustainability in the food and forestry systems.



### 5.3. Dissemination & Exploitation Connection

**Goal:** Maximize visibility, uptake, and impact of project results by leveraging synergies with other EU-funded initiatives.

**Activities:**

1. Coordinate communication efforts with sister projects to reach broader audiences.
2. Cross-promote activities and results, especially through social media, newsletters, and shared event participation.
3. Engage in joint production of policy briefs, position papers, or white papers, when aligned with mutual project goals.

### 5.4. PRUDENT – Sister project Collaboration: Action Plan

| Activity                                                       | Concrete action                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Clustering &amp; Collaboration with sister projects</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 1.1 Knowledge exchange and coordination with relevant projects | <ol style="list-style-type: none"> <li>1. Identify sister projects (via CORDIS, EC clustering emails, NCPs).</li> <li>2. Create a shared matrix of projects: name, topics, lead contact, TRL, expected outputs.</li> <li>3. Reach out to at least 3–5 project coordinators for bilateral virtual meetings (Q3-Q4 2025).</li> <li>4. Assign a contact person from PRUDENT (WP5 or WP7) to maintain coordination.</li> </ol> |
| 1.2 Joint participation in EU clustering activities            | <ol style="list-style-type: none"> <li>1. Monitor EC clustering events and proactively register PRUDENT participants.</li> <li>2. Volunteer PRUDENT speakers/panellists for relevant thematic sessions (e.g. nudging, sustainability in agriculture).</li> <li>3. Nominate one project representative (e.g. AUA or Q-PLAN) as the official liaison for EU clustering activities.</li> </ol>                                |
| 1.3 Contribution to a “community of practice”                  | <ol style="list-style-type: none"> <li>1. Support or initiate a thematic Slack/Teams group or mailing list focused on green nudging.</li> <li>2. Share key outputs (e.g. deliverables, infographics, frameworks) in this community.</li> <li>3. Organize a roundtable (virtual or hybrid) in early 2026 to explore synergies in behaviour change in agriculture.</li> </ol>                                                |
| <b>Joint Events &amp; Synergies</b>                            |                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2.1 Co-organize joint workshops and conferences                | <ol style="list-style-type: none"> <li>1. Propose a 2026 Joint Workshop on Behavioral Tools in Agriculture (target date: Feb–April 2026).</li> <li>2. Identify co-hosting sister projects (e.g. from AGRI, FOOD, BEHAVIOR Horizon clusters).</li> <li>3. Use PRUDENT budget for communication + logistics; invite EC project officers and policymakers.</li> </ol>                                                         |
| 2.2 Take part in thematic groups and stakeholder engagement    | <ol style="list-style-type: none"> <li>1. Assign PRUDENT reps to existing thematic clusters (e.g. Green Deal, EU Soil Mission).</li> <li>2. Participate in 2+ external workshops of sister projects and prepare project flash presentations.</li> <li>3. Map common stakeholders and coordinate invitations to each other’s events (shared list by end 2025).</li> </ol>                                                   |
| 2.3 Support policy dialogue and co-creation                    | <ol style="list-style-type: none"> <li>1. Draft a joint policy roadmap outline with 1–2 sister projects (e.g. targeting DG AGRI / DG ENV).</li> </ol>                                                                                                                                                                                                                                                                      |



|                                                       |                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                       | <ol style="list-style-type: none"> <li>2. Integrate PRUDENT's nudging tools into a cross-project policy lab in 2026.</li> <li>3. Develop a joint reflection paper on behavioural approaches in CAP reform.</li> </ol>                                                                                                                  |
| <b>Dissemination &amp; Exploitation Connection</b>    |                                                                                                                                                                                                                                                                                                                                        |
| 3.1 Coordinate communication efforts                  | <ol style="list-style-type: none"> <li>1. Create a Sister Project Comms Circle: a quarterly call to exchange comms plans.</li> <li>2. Design and share a "Joint Projects" logo strip to add to each other's websites/newsletters.</li> <li>3. Align dissemination calendars to amplify key publications/events.</li> </ol>             |
| 3.2 Cross-promote activities and results              | <ol style="list-style-type: none"> <li>1. Launch a "Sister Spotlight" social media campaign (PRUDENT + sister projects alternate posts).</li> <li>2. Share curated deliverables in each other's newsletters or social media (min. 3 per year).</li> <li>3. Tag each other on LinkedIn/X consistently using agreed hashtags.</li> </ol> |
| 3.3 Joint production of policy briefs or white papers | <ol style="list-style-type: none"> <li>1. Identify one shared policy theme (e.g. "Behavioural Approaches for Sustainable CAP").</li> <li>2. Set up a co-writing group with comms + policy leads from 2–3 sister projects.</li> <li>3. Publish and present the paper at a major EU event (e.g. EU Green Week 2026).</li> </ol>          |

## 6. Next steps

The collaboration table will continue to be expanded and maintained throughout the project. Focus areas moving forward include:

- **Strengthening relationships with existing sister projects** – through additional joint events (policy workshops, knowledge building webinars, etc.) and shared contributions to upcoming deliverables.
- **Deepening involvement with policy and AKIS platforms** – including participation in CAP network thematic groups and engagement with national-level AKIS actors via WP5 stakeholder mapping activities.
- **Identifying joint opportunities for scientific, policy, and public dissemination** – such as the development of shared blog posts, joint policy briefs or collaborative visibility campaigns on behavioural nudging in agriculture and forestry.
- **Ensuring synergies feed into exploitation and policy recommendations developed in other WPs** – especially by aligning the results of cross-project interactions with WP4 policy analysis and exploitation planning.

The next iteration of this deliverable, D5.9 (M36), will report on progress, reflect on impact, and include any new joint outputs or actions.

## 7. Conclusion

This document provides the framework and tools for the successful identification, implementation, and monitoring of cross-European collaboration and synergies within the PRUDENT project. As the project progresses, this deliverable will be updated and expanded to reflect the evolving landscape of partnerships and shared activities with EU-funded projects, thematic networks, and policy platforms.

The collaboration tracking mechanism is supported by a structured table and linked to defined KPIs. By fostering dialogue, co-creation, and mutual visibility through targeted partnerships, PRUDENT strengthens its ability to maximise impact and ensure its results resonate across diverse stakeholder groups.

As the project evolves, this deliverable will be updated in versions v2 and v3 (M36 and M46 respectively), incorporating new collaborations, reporting on progress, and showcasing the outcomes of joint initiatives.

# End of Document

