EU-FarmBook Key Messages Before Launch
Generic Key Message: EU-FarmBook **is developing** an online platform, under a **multi-actor** approach, that will gather **practical** agricultural and forestry knowledge.

Students, Educators, Trainers, and Researchers	Under a multi-actor approach, EU-FarmBook is developing an online platform that: • Will facilitate the connection between knowledge and practice in the agricultural and forestry sectors. • Will boost the visibility of EU-funded R&I, promoting the practical application of its outputs. • Will allow the upload of practice-oriented materials, known as knowledge objects. • Will gather knowledge objects written in a non-academic or policy language.
Policy-Makers and National Contact Points	Under a multi-actor approach, EU-FarmBook is developing an online platform that: • Will gather practice-oriented materials derived from EU-funded R&I projects. • Will gather practice-oriented materials centred on the needs of farmers, foresters, and advisors. • Will boost the impact, visibility, and sustainability of EU-funded R&I projects, promoting the practical application of its outputs. • Will improve the knowledge exchange in the agricultural and forestry sectors. • Will empower the agricultural and forestry sectors to better deal with emerging challenges, fostering its resilience and sustainability.
Journalists and Media	Under a multi-actor approach, EU-FarmBook is developing an online platform that: • Will facilitate the connection between knowledge and practice in the agricultural and forestry sectors. • Will showcase reference practical innovative-based solutions centred on the needs of farmers, foresters, and advisors. • Will enhance the agricultural and forestry sector's resilience, sustainability, and ability to deal with emerging challenges.
Data Content Managers	Under a multi-actor approach, EU-FarmBook is developing an online platform that: • Will gather practice-oriented materials derived from EU-funded R&I projects.

	• Will allow the upload of practice-oriented materials, known as knowledge objects. • Will integrate data from other practical agricultural and forestry knowledge reservoirs. • Will boost the impact, visibility, and sustainability of EU-funded R&I projects, promoting the practical application of its outputs.
AKIS Coordination Bodies	Under a multi-actor approach, EU-FarmBook is developing an online platform that: • Will gather practice-oriented materials derived from EU-funded R&I projects. • Will narrow the bridge between agricultural and forestry knowledge and practice. • Will improve the knowledge exchange in the agricultural and forestry sectors. • Will empower the agricultural and forestry sectors to better deal with emerging challenges, fostering its resilience and sustainability.
CAP Rural Networks	Under a multi-actor approach, EU-FarmBook is developing an online platform that: • Will gather practice-oriented materials derived from EU-funded R&I projects. • Will improve the knowledge exchange in the agricultural and forestry sectors, empowering it to efficiently comply with the EU policy agenda. • Will empower the agricultural and forestry sectors to better deal with emerging challenges, fostering its resilience and sustainability.
Coordinators and Partners of H2020 or Horizon Europe Projects	Under a multi-actor approach, EU-FarmBook is developing an online platform that: • Will gather practice-oriented materials derived from EU-funded R&I projects, known as knowledge objects. • Will allow the upload of practice-oriented materials derived from EU-funded R&I projects, known as knowledge objects. • Will gather knowledge objects written in a non-academic or policy language. • Will value the upload of knowledge objects that are concise, attractive, and easy to read or understand. • Will value knowledge objects built with FAIR data principles (Findability, Accessibility, Interoperability, and Reusability).

	• Will boost the applicability, impact, and sustainability of R&I practical outputs, within a community of farmers, foresters, and advisors, at EU level.
Coordinators and Partners of Operational Groups	Under a multi-actor approach, EU-FarmBook is developing an online platform that: • Will gather practice-oriented materials derived from EU-funded R&I projects, known as knowledge objects. • Will allow the upload of practice-oriented materials derived from EU-funded R&I projects, known as knowledge objects. • Will gather knowledge objects written in a non-academic or policy language. • Will value the upload of knowledge objects that are concise, attractive, and easy to read or understand. • Will value knowledge objects built with FAIR data principles (Findability, Accessibility, Interoperability, and Reusability). • Will boost the applicability, impact, and sustainability of R&I practical outputs, within a community of farmers, foresters, and advisors, at regional and national levels.