EU-FarmBook

How can I produce an interesting document for practitioners with the results of my project?

Checklist and guidelines for people in Operational Groups and in projects dealing with farming and forestry and willing to publish good Practice-Oriented material

Think about the users' needs: what would make your document relevant for farmers, foresters, teachers, advisors?

- ⊘ The content is practice relevant and recommendations stand out
- ⊘ The language is simple
- ⊘ The sources are mentioned and trust-worthy
- ⊘ It is easy to navigate through the content
- ⊘ The context is described

1 The content is practice relevant and recommendations stand out
- You can emphasise content which provides answers to a concrete and identified problem, content which has been proven to work in the field.
- You can enhance the explanation by describing examples, providing testimonies and/or case studies.

2 The language is simple
- You should make the language easy to understand, explain complicated words and technical terminology; avoid abbreviations.

3 The sources are mentioned and trust-worthy
- You should mention the relevant location (region, country), organization, author and if possible, the author's contact.

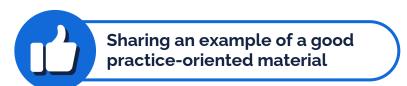**4 It is easy to navigate through the content**
- You should provide a clear structure for the content with easily identifiable parts.
- You can apply a mobile-first strategy for content that will be viewed on the internet: e.g. organising the text in two columns on a page instead of one big block allows the text to be presented more easily on a mobile phone.

5 The context is described
- You should describe the context in which this content has been developed so that the reader can identify differences to their own context.

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👍 **Sharing an example of a good practice-oriented material**

INFORMATIVE TITLE

SUBTITLES AND PARAGRAPHS

BENEFITS AND LIMITS

FOCUS ON RECOMMENDATIONS AND PRACTICAL SOLUTIONS

IMAGES

SOURCES AND FURTHER READING

What farmers, foresters and advisors are less interested in:

✕ **Non-practice-oriented material:** Deliverable, scientific paper, communication material, too many written pages.

✕ **Industry Advertisement:** If the advertisement is present, then object must contain good practice judgement with diverse points of view and provide a comparison of different solutions.

This document has been produced as part of task 4.3 (February 2025)
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