



Plans for the future

Using the EU-FarmBook

Events

Context

Sofia's organization hosts an **event** to showcase the results of the living labs she has been coordinating over the past year, focusing on **nature-based alternatives to pesticides**.

Vision

Sofia and the living labs team are confident and proud of their results and plan to find more resources to create a **practical manual** on their learnings

Discovery

Other European stakeholders at the event encourage them to **publish** their results on the EU-FarmBook.

Research

Sofia decides to explore the EU-FarmBook further and arrives at the **project website**, where she gains a better understanding of its scope and background.

Trustworthiness

Sofia is drawn to the clean, easy-to-navigate **EU-FarmBook** interface and trusts the platform will provide reliable, helpful information.

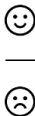
State of art

Sofia notices that the living labs have made two significant discoveries she'd like to publish on the EU-FarmBook.

Project access

When requesting access to her project, she realizes she is not part of the database.

Highs & Lows



Indirect entry
EU-FarmBook is rarely the main topic



Communication
Choosing the right format



Communication
Choosing the right channel



Disinformation
Is this trustworthy?



Definition
What is Practice-Oriented Material



Other projects
Clear registration procedure



Exploitation
Events to introduce the platform



Training
Guidelines & training sessions



Networking
EU-FarmBook engagement network



Project website
Product page



Visual design
Graphic design and user-friendliness



Training
Guidelines & training sessions



UX design
User-friendliness of project registration

Challenges

Opportunities & Touchpoints



Empowering local initiatives: Sofia's role in the production of practice-oriented materials

Backstage process

Using the EU-FarmBook

Events

Support

She decides to look for help from the **ambassadors** of the EU FarmBook.

Partnerships

The **ambassador** informs her that the national partner financing her living labs is working on authorizing their network database to integrate with the EU-FarmBook, but the process will take some time.

Loss of sight

Overwhelmed with her workload, including securing funding and planning the next living labs project, Sofia loses track of this matter.

Engagement

The **national funding agency** officially announces its partnership with the EU-FarmBook, urging all projects to share their results on the platform.

Contributor

Sofia opens a **project page** for her living labs and shares her **outputs** and **news**.

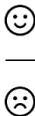
Engagement

Sofia's living labs engage the local and national community, earning recognition as EU-FarmBook **Champions** for the **quality** and **impact** of their **contributions**.

Community

The living labs **community** shares valuable **insights** on gaps and needs, which Sofia uses to shape upcoming topics for the living labs.

Highs & Lows



Challenges



EU-funding structure
Why is my project not in the list?



EU-funding structure
Individual agreements with Member states



Complex agreements
Uploaders shouldn't have to worry about this



Communication
Choosing the right channel



Impact
How am I doing?

Opportunities & Touchpoints



Project website
Ambassadors page



Ambassadors
Personalised contact per Member State



Ambassadors
Personalised contact per Member State



Ambassadors
Personalised contact per Member State



Project-page
Personalization tools



Engagement
EU-FarmBook Champions



Features
Discussion & metrics