



LIFE Project Number
<**LIFE15 ENV/IT/000641**>

Deliverable "Dissemination Pack"

Action D1 "Public awareness and dissemination of results"

LIFE PROJECT Soil4Wine



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Introduction

This deliverable reports on the Soil4Wine Dissemination Pack: a collection of communication, dissemination and marketing material to promote greater awareness of the project.

The Dissemination Pack is comprised of:

- The Soil4Wine Logo
- The Soil4Wine Website
- The Soil4Wine Leaflet
- The Soil4Wine Notice boards
- The Soil4Wine Newsletter
- The Soil4Wine Poster
- The Soil4Wine Roll-up and gadgets
- The Soil4Wine Video Kit

Project logo

The logo was developed basing on the project's acronym, as it is short, simple and appealing to the meaning and objectives of the project. In order to support the project dissemination in Web through partners' websites and social media accounts a project banner was also created, keeping together Soil4Wine logo and the Life projects logo. The visual identity of the project is based on 3 colours: brown - representing the soil, green – representing the green of vine plant, cover crops and environment, and purple – representing the wine.



Fig.1. SoilWine Logo



Fig.2 Soil4Wine banner

Website

Project specific WebPages in four languages (EN, IT, ES, FR) were created in M3 and kept updated during the project (www.soil4wine.eu). It provides key information about the project activities and results, including:


- Description of project objectives, actions planned and consortium composition;
- Demonstrative vineyards and farm features;
- Public deliverable documents, results and latest news;
- Announcements on project activities;
- Video material;
- Decision support tool developed during the project.



The project webpages were interfaced with internet journal site “InfoWine”, so all the news and other information related to the project appear simultaneously on soil4wine.eu and infowine.com, hugely increasing visibility of contents posted. Since the website was launched, it reached the auditory of **6.500** unique visitors and **23.702** total number of views.

Several snapshots of the website are available in the figures below.



Fig.3. Snapshot of the Project news published on Soil4Wine website and “mirrored” in the online journal InfoWine







INNOVATIVE APPROACH TO SOIL MANAGEMENT IN VITICULTURAL LANDSCAPES

[Language](#)

[HOME](#)
[USING THE LOGO](#)
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[ACTIONS](#)
[CONSORTIUM](#)
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[NETWORKING](#)

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[VINEGROWERS' TESTIMONIALS](#)
[PROJECT CONTACTS](#)



[I forgot my password](#)


Categories

- Using the logo
- Decision support tool
- News
- Video
- Objectives
- Actions
- Consortium
- Project Documents
- NETWORKING
- Demo farms
- Vinegrowers' testimonials
- PROJECT CONTACTS


The project

SOIL4WINE project is aimed at improving soil management in the agriculture sector and at defining tools and methodologies aimed to support soil's functions and ecosystem services.

Attached Documents


(8,447 Mo) [Open the flyer](#)

Published on: 13/02/2017




Soil4Wine decision support tool

Access instructions

In order to transfer the knowledge acquired within the Soil4Wine LIFE+ project, a new online decision making tool has been developed, which can guide winegrowers in vineyard soil management through...

Published on: 10/12/2019




Innovative approach to soil management in the vineyard landscape

Final Conference of the LIFE+ Soil4Wine Project

On the World Soil Day, the LIFE+ Soil4Wine Project brought together winegrowers, agronomists, consultants, researchers and stakeholders in the sector at the final conference in order to present the...

Published on: 09/12/2019



In-depth study of soil management techniques in Provence and Rhône Valley


Study trip of Soil4Wine LIFE+ project

The wine sector becomes increasingly aware of the importance of the vineyard soil as a natural resource to be preserved and as a productive factor of great economic and qualitative importance. Many...

Published on: 11/11/2019


Fig.4. Snapshot of the homepage of the Soil4wine website

During the Project 4 dedicated e-mailings were performed in four languages (EN, IT, ES, FR) using the InfoWine database (**21430 stakeholders**): i) dedicated to the launch of the project and the S4W survey (M6) ii) presenting the video of 2 seminars recorded during the special session dedicated to S4W held at the Enoforum congress (M10), iii) presenting state of the art of the project and preliminary results (M30), iv) dedicated to the conclusion of the Project and presenting its results and educational video online (M36). Supplementary e-mailings n.5 were performed in IT for Italian stakeholders in order to promote other dissemination activities, such as DEMOday - Gestione del suolo: i vantaggi dell'inerbimento (Field Visit Progetto Soil4Wine Life+), the “La Terra è madre del vino” event, study trip Soil4wine, digital seminars, Final project conference.

SOIL⁴WINE  **INNOVATIVE APPROACH TO SOIL MANAGEMENT IN VITICULTURAL LANDSCAPES**

State of the art of the Soil4Wine LIFE+ project


The SOIL4WINE project aims to improve soil management in the agricultural sector and define tools and methodologies to support soil functions and ecosystem services. We are pleased to inform you of the progress made during the first 2 years of the project, both in the technical and social aspects.



SOIL⁴WINE
SOIL MANAGEMENT
New decision support tool

New decision support tool for soil management in viticulture
First results of Action 2 of the Soil4Wine LIFE + project
One of the main objectives of the Soil4Wine LIFE + project is to develop a new decision support tool that can guide vinegrowers in soil management in the vineyard through four simple steps


[Read more](#)



SOIL⁴WINE
STAKEHOLDERS
Demo farmers & Living Lab

Involvement of stakeholders: experiences of the Soil4Wine LIFE + project
Demo farmers and Living Labs help to evaluate the decision-making tool to optimize soil management
The Soil4Wine LIFE+ project implies the involvement of Demo farmers and Living labs for the development of a specific decision-making tool (DSS)


[Read more](#)




SOIL⁴WINE
ENVIRONMENTAL BENEFITS
quantification of soil ecosystem services

The enhancement of ecosystem services in the Soil4Wine project
What is the value of the environmental benefits generated by innovative practices?
The Soil4Wine LIFE+ project aims to improve soil management in the wine sector and to define tools and methodologies aimed at supporting its functions.

[Read more](#)



SOIL⁴WINE 
PROJECT SOIL4WINE LIFE+
first results at ENOFORUM 2019

Presentation of the first results of the Soil4Wine LIFE + project at ENOFORUM 2019
Session devoted to sustainable viticulture and soil management
At the XII edition of the technical-scientific Congress of the wine sector ENOFORUM, held in Vicenza from 21 to 23 May 2019, a session was dedicated to the presentation of the progress and the first results of the Soil4Wine LIFE + project.

[Read more](#)

Fig.5. Example of the Soil4Wine newsletter in English (Issue #3, M30)

Project leaflets

Projects flyers were created and printed in It and EN (2000 copies per language). By April 2019 all of them were distributed by Partners, so it was decided to re-print a slightly modified version of leaflet (2000 copies in IT, 500 copies in EN). The leaflets were distributed by partners during participation in fairs and congresses.

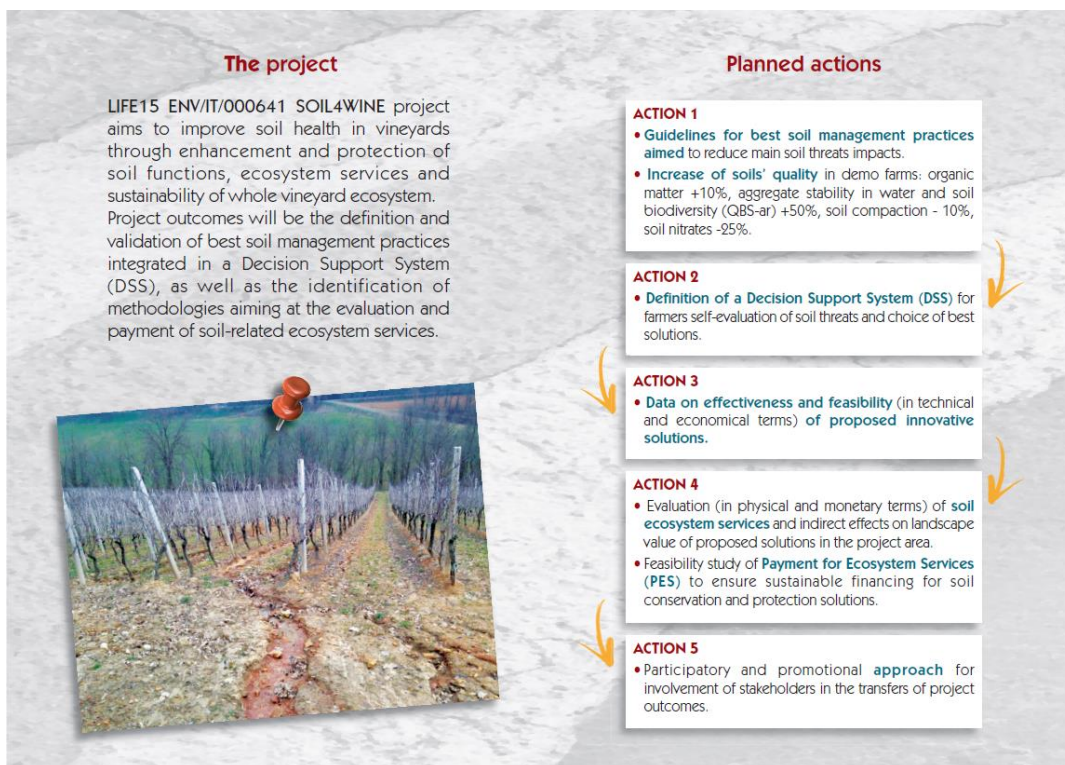


Fig. 6. Front and back of the Soil4Wine leaflet in English

Notice boards

In the beginning of the Project Notice boards were produced and installed in demonstrative vineyards and farms in order to increase the visibility of the Project in the local context.

SOIL⁴WINE 

APPROCCIO INNOVATIVO ALLA GESTIONE DEL SUOLO NEL PAESAGGIO VITICOLO

Uno sguardo al progetto

SOIL4WINE è un progetto LIFE che ha lo scopo di migliorare la gestione del suolo nel settore agricolo e di definire strumenti e metodologie finalizzate a supportare le funzioni del suolo e dei servizi dell'ecosistema.

Il progetto propone in ciascuna azienda un'attività dimostrativa che contribuirà all'attuazione degli obiettivi della "EU Thematic Strategy for Soil Protection and of the Roadmap to a Resource Efficient Europe", come previsto nel sotto-programma LIFE "Environment and Resource Efficiency".

Le azioni proposte concorreranno alla valorizzazione dell'ecosistema suolo e della biodiversità terrestre.

I risultati del progetto forniranno utili informazioni per la definizione di future politiche agricole.

Le aziende dimostrative

Parco del Trebbia

- Az. Agr. La Pagliara Travo - PC
- Az. Agr. Carrà Stefano Rivergaro - PC

Parco dello Stirone e del Piacenziano

- Az. Agr. Barbuti Prato Ottesola - PC
- Az. Valter Colombi Lugagnano - PC
- Az. Visconti Massimo e C. Vigoleno - PC
- Az. Res Uvae Castell'Arquato - PC
- Az. Agr. Podere delle Lame Bacedasco Basso - PC

Partner

 **Università Cattolica del Sacro Cuore**
Sede di Piacenza (UCSC)
Italia
www.unicatt.it
stefano.poni@unicatt.it

CAPORILA

 **Ente di gestione per i parchi e la biodiversità Emilia occidentale**
www.parchi.delducato.it
info@parchiemi.laoccidentale.it

ERVET

ERVET SpA
Emilia-Romagna Valorizzazione Economica Territoriale
www.ervet.it
info@ervet.it

HORTA

Horta s.r.l.
Italia
www.horta-srl.it
info@horta-srl.com

VINIDEA

Vinidea s.r.l.
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www.vinidea.it
info@vinidea.it

Con il contributo dello strumento finanziario LIFE della Comunità Europea - LIFE15 ENV/IT/000641
Durata: dal 01/01/2017 al 31/12/2019

Parco Boschi di Carrega/Taro

- Az. Palazzo Sala Baganza - PR
- Az. Monte delle Vigne Collecchio - PR

www.soil4wine.eu

Fig.7. Soil4Wine Notice board

SOIL⁴WINE 

VIGNETO DIMOSTRATIVO

www.soil4wine.eu

Fig.8. Notice board installed on Demo Vineyards

Roll-up and gadgets

A set of special dissemination materials (gadgets) was produced to be used by all project partners to attract potential stakeholders and general public in occasion of fairs, conferences and other dissemination events.

Gadgets are the following:

- a) N. 6.000 pins;
- b) N. 2 roll-up;
- c) N. 1 gazebo;
- d) N. 4.000 pencils;
- e) N. 4.000 notebooks;
- f) N. 300 “Erbolino” a sort of small vase containing “ready to grow” seeds.



Fig. 9: Roll-up Soil4Wine and gadgets exposed during the Enoforum 2019

Poster

Project poster was produced in English language aiming to present in concise and appealing manner the main features of the projects to the public attending international technical conferences of the wine sector.

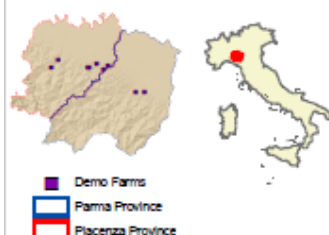
THE PROJECT

LIFE15 ENV/IT/000641 SOIL4WINE project (01.01.2017-31.12.2019) aims to improve soil health in vineyards through enhancement and protection of soil functions, ecosystem services and sustainability of whole vineyard ecosystem. Project outcomes will be the definition and validation of best soil management practices integrated in a Decision Support System (DSS), as well as the identification of methodologies aiming at the evaluation and payment of soil-related ecosystem services.

PLANNED ACTIONS

- Guidelines for best soil management practices aimed to reduce main soil threats impacts.
- Increase of soils' quality in demo farms: organic matter +10%, aggregate stability in water and soil biodiversity (QBS-ar) +50%, soil compaction - 10%, soil nitrates -25%.
- Definition of a Decision Support System (DSS) for farmers self-evaluation of soil threats and choice of best solutions.
- Data on effectiveness and feasibility (in technical and economical terms) of proposed innovative solutions
- Evaluation (in physical and monetary terms) of soil ecosystem services and indirect effects on landscape value of proposed solutions in the project area.
- Feasibility study of Payment for Ecosystem Services (PES) to ensure sustainable financing for soil conservation and protection solutions.
- Participatory and promotional approach for involvement of stakeholders in the transfers of project outcomes.

PROJECT AREA



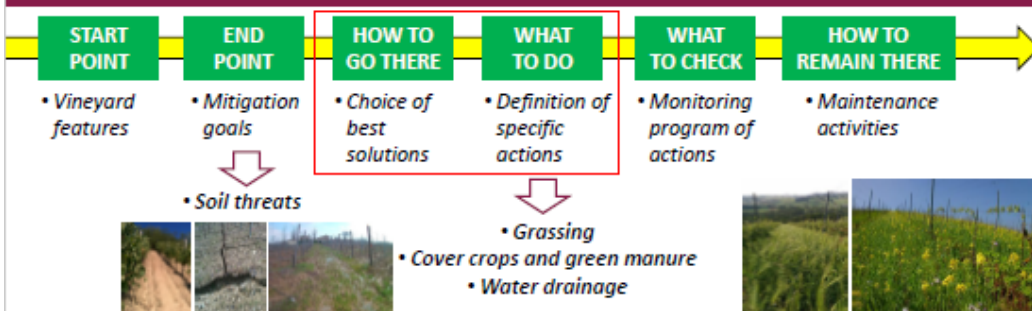
4 parks inside "Parchi del Ducato" in Parma and Piacenza provinces.

THE DECISION SUPPORT SYSTEM (DSS)



Development of a user-friendly tool for grape growers making it possible to implement and maintain the best solutions for mitigation of the negative effects of soil and environmental problems.

"SMART" ACTION PLANS AND DEMONSTRATIVE ACTIONS



SOIL ECOSYSTEM SERVICES

Ecosystem Services involved in Soil4Wine

- Carbon sequestration
- Food production
- Erosion protection
- Water storage
- Habitat quality
- Landscape



- Physical and monetary quantification
- PES feasibility study
- Innovative policy tools aimed at soil conservation and restoration

INVOLVEMENT OF STAKEHOLDERS

DEMO FARMERS

9 farmers that will be actively involved in the development of DSS and implementation of demonstrative actions ("internal testers")

LIVING LABS

24 farmers of 4 protected areas that will provide an important feedback about DSS (as "external testers")

EXPLOITATION GROUP

Main stakeholders of the project area that should ensure the exploitation of results out of study area

www.soil4wine.eu Project coordinator: stefano.poni@unicatt.it



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Fig.10. Soil4Wine project poster

Video Kit

Oral presentations of seminars held during the special session devoted to the project at Enoforum congresses (May 2017, May 2019) were recorded and dubbed. The videos of seminars are available on the project webpages and internet journal Infowine website in Italian and English languages:

- [Chemical, physical and biological characteristics of vineyard soil](#) (1861 views in IT; 570 views in EN)
- [Modulate vigor, productivity and grape quality through soil management](#) (1333 views in IT, 301 views in EN)
- [Managing and protecting soil in the vineyard: experience of the Soil4Wine LIFE+ project](#) (328 views in IT, 78 views in EN)
- [An innovative and interactive tool for soil management in viticulture](#) (107 views in IT, 50 views in EN)
- [Wine for soil: an example of a green economy](#) (110 views in IT, 65 views in EN)

Two digital seminars were held in October 2019 in Italian and English, aiming to deliver the project results to Italian and international stakeholders.

- [Innovative and interactive tool for the soil management in viticulture](#) (Speaker: Sarah Elisabetta Legler, Horta srl; 46 participants)
- [Sustainable viticulture and ecosystem services: an opportunity for agricultural enterprises and the environment](#) (Speaker: Alessandro Bosso, ART-ER; 33 participants)

The recordings of webinars of the Soil4Wine online training course are available in IT and EN on the project's website.