

**Project number:** 101113620

**Acronym:** LIFE22-CCA-IT-LIFE VitiCaSe

**Title:** Viticulture for Soil Organic Carbon Sequestration



Co-funded by  
the European Union



**Co-funded by  
the European Union**

*Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them..*

Call:	LIFE-2022-SAP-CLIMA		
Project Number	101113620		
Project full name	Viticulture for Soil Organic Carbon Sequestration		
Project acronym	LIFE22-CCA-IT-LIFE VitiCaSe		
Coordinator contact	Simona Palermo Simona.palermo@imageline.it Mobile: +39 348 6144978		
Deliverable Number	D.7.5	Lead Beneficiary	1.Image Line
Deliverable title	Communication and dissemination Midterm report		
Type	R - Report	Dissemination Level	PU - Public
Due Date (month)	M24	Work Package No	WP 7
Author(s)	C. Spadoni, G. Mongardi, S. Palermo, M. Munaro		

*Please note that the links here included could have a limited validity and availability.  
In link(s) not available, please contact the coordinator indicated above for more information.*

---

## Table of Content

<b>1. Introduction</b>	<b>3</b>
<b>2. Communication Report</b>	<b>4</b>
<b>3. Dissemination Report</b>	<b>9</b>

---

## 1. Introduction

The Communication and Dissemination activities in Work Package 7 are essential aspects of the project, serving the following purposes:

- keeping the general public informed about the project's goals and progress, ensuring citizens stay updated on ongoing developments and achieved results;
- demonstrating to other stakeholders in the EU wine sector how they can directly benefit from project outcomes through technical dissemination;
- establishing networks with other projects to exchange knowledge, experiences, and expertise.

All the foreseen activities have been described in the Communication Plan (D7.2) and the the Dissemination Plan (D7.3).

This midterm report include the activities carried out starting from September 2023 (M1) until August 2025 (M24).

## 2. Communication Report

The communication activities implemented during the first 24 months of the project have been fully documented in the “Continuous Reporting” section of the F&T Portal, where a detailed list is provided for each activity, including: description, target audience, communication channels used, and achieved outcomes.

To facilitate an overall understanding of the work carried out, a summary of the main communication activities is also provided here below.

**Logo:** At the beginning of the project, a logo was designed by the graphic designer of Image Line to represent LIFE VitiCaSe, featuring a vine leaf and the CO<sub>2</sub> symbol. The blue color was chosen to convey trust, professionalism, and innovation. Available in multiple formats (full color, black, white, transparent background) and layouts (horizontal and vertical), the logo constitutes the foundation of the project's visual identity and is used across all communication materials and partner websites.

**Project Website:** The bilingual project website ([www.life-viticase.eu](http://www.life-viticase.eu)) was developed by Image Line under the supervision of the CM and was launched on 29 August 2024 (Milestone M26 and Deliverable D7.1 Website, submitted on 29 August 2024). It presents the project's objectives and updates, and includes a reserved area accessible to all members designated by the partners. The website also provides access to the digital tool developed under WP3. Additionally, dedicated web pages or sections about the project were created within each partner's institutional website:

- [Image Line](#)
- [CREA](#)
- [Carbon Credits Consulting](#)
- [Castello di Albola](#)
- [San Felice](#)
- [Tenute Ruffino](#)
- [UPA Siena](#)
- [Ez Lab France](#)

**Digital and Printed Materials, including Noticeboards:** A range of visual materials was designed and produced by Image Line for public dissemination, including: brochures (500 copies), roll-ups (3), noticeboards (24, installed in all demo vineyards).

Brochures and roll-up are also available in pdf version on the project website:

- VitiCaSe Roll-up <https://www.life-viticase.eu/en/download/project-roll-up-eng>
- Brochure: <https://www.life-viticase.eu/en/download/brochure-white-paper-regenerative-viticulture-31-3-2023>

**Project number:** 101113620

**Acronym:** LIFE22-CCA-IT-LIFE VitiCaSe

**Title:** Viticulture for Soil Organic Carbon Sequestration



Co-funded by  
the European Union



*Noticeboards installed in demo farms*

**Press Releases:** Two press releases were issued by Image Line to enhance the visibility of the LIFE VitiCaSe project and raise awareness about its objectives and progress within the agricultural innovation ecosystem. The first release, published on 13 September 2023, announced the launch of the project. The second was issued on the occasion of the public kick-off meeting held during Vinitaly on 15 April 2024.

In addition, two further press releases by Image Line mentioned LIFE VitiCaSe in the context of major events: the first on 7 November 2024 during the EIMA International trade fair, and the second on 28 January 2025, marking the project's participation in Fieragricola Tech. On both occasions, Image Line presented the project, which was prominently featured in the related communications.

A series of press reviews was also obtained through a press release issued by the ADN Kronos press agency during the "CSR Pavilion" event at Bocconi University (Milan, 11 October 2024).

A press review section has been integrated in the project website: <https://www.life-viticase.eu/it/press-review>

**Media articles:** Building on the visibility generated through these press releases, more than forty articles were published in online and offline magazine and portals. Among them, two articles appeared in high-circulation general-interest publications (Wired and ItaliaOggi). Thanks to the collaboration between partner CCC and IL, two specialised wine industry magazines (Corriere Vinicolo and Millevigne) published advertorials and advertisement dedicated to the first Demo Day. These media appearances further strengthened the dissemination of the project's key messages among both targeted professional audiences and the general public.

A press review section has been integrated in the project website: <https://www.life-viticase.eu/it/press-review>

**Informative Articles:** Three informative articles were published on AgroNotizie, within a dedicated column focused on the project (<https://agronotizie.imagelinenetwork.com/progetti/viticulture-for-soil-organic-carbon-sequestration/3901>). Authored by the AgroNotizie editorial team, these articles contributed to explaining the project's objectives and activities to a wider audience.

They were further disseminated through both AgroNotizie and UPA Siena newsletters, supporting the broader communication and awareness-raising goals of the project. Overall, the three informative articles published on AgroNotizie registered 11.948 reads, supporting the project's communication goals and enhancing visibility within the agricultural sector.

AgroNotizie staff has wrote 2 additional news to launch Vinitaly event and Demo Day; this set of news is available in the above-mentioned column. Moreover, other 14 news mentioned events or initiatives in which the project staff was involved.

**Newsletters:** As planned in the Communication Plan, a dedicated digital newsletter is foreseen to ensure continuous engagement with stakeholders and to disseminate knowledge and updates on sustainable viticulture practices promoted within the LIFE VitiCaSe project. To date, a newsletter subscription page has been made available on the project website (<https://www.life-viticase.eu/it#newsletter>). As of August 2025, 66 users had subscribed to receive updates.

However, the launch of the project's dedicated newsletter was postponed to allow time for the completion of key project outputs - such as the IT tool for estimating carbon stock and its user manual- which are now available and will enrich the upcoming issues with valuable content.

In the meantime, the project maintained continuous communication and visibility by leveraging established communication channels. Updates and relevant news were shared through:

- UPA Siena's newsletter,
- the AgroNotizie newsletter,
- and the "Cropletter" specials on viticulture, curated by Image Line.
- a newsletter sent by Image Line to its community, with a survey on carbon farming created by CREA.

This approach allowed the project to maintain active communication with target audiences while preparing for the full deployment of its dedicated newsletter.

The first official VitiCaSe Newsletter has been sent out on August 29<sup>th</sup>, both in Italian and in English versions, based on the language settings of the subscribers.

**Videos:** Four videos were created during Vinitaly 2024 at the project's public kickoff event. The first video introduces the project, its goals, and partners, featuring Simona Palermo (PM, Image Line), Simonetta De Leo (Researcher at CREA-PB), and Gianluca Cavicchioli (Director at UPA Siena). The other three videos present interviews with managers and oenologists from partner wineries (Ruffino, San Felice, Castello di Albola), who discuss how sustainable practices are implemented to improve soil health, enhance biodiversity, and reduce greenhouse gas emissions. The videos were published in an AgroNotizie YouTube playlist (<https://www.youtube.com/playlist?list=PLsebVwuS8-B-VWABS0UDG7pgPJ0DaT9T>), embedded in an article (<https://agronotizie.imaginenetwork.com/agricoltura-economia-politica/2024/05/14/viticultura-rigenerativa-arriva-il-white-paper-dedicato-alle-pratiche-sostenibili-in-vigneto/83845>), and featured in the "News" section of the project website.

Another video was produced on the occasion of the annual event of the Smart AgriFood Observatory held on February 13, 2025, which focused on carbon farming and the future of sustainable agriculture. During the event, the LIFE VitiCaSe project was presented through the contributions of Gianluca Cavicchioli (UPA Siena) and Leonardo Bellaccini, Oenologist and Production Director at San Felice.

The videos were produced by Tommaso Cinquemani, journalist and expert videomaker at AgroNotizie. Therefore, although the video production costs were originally planned in the approved project as subcontracting expenses within Image Line's budget, they have been internalized. The budget has been redistributed accordingly: 80% to AgroNotizie to cover Cinquemani's personnel time, and 20% to Image Line for the coordination of the video production activities. See below in the "Other Issues" section for further details.

**Social Networks:** Official social media pages for the project were launched on LinkedIn (<https://www.linkedin.com/company/life-viticase/>), Facebook (<https://www.facebook.com/p/LIFE-Viticase-61553335821603/>), and Instagram ([https://www.instagram.com/life\\_viticase/](https://www.instagram.com/life_viticase/)), in full compliance with CINEA's guidelines (including appropriate hashtags, EU logo, etc.).

These channels were set up and managed by Image Line as part of the project's communication strategy.

A total of over 130 posts, reels were published across the project's social media channels, resulting in more than 6.000 interactions (reactions, that is likes and shares + clicks). Stories are being regularly posted to maintain high attention to the themes of the project, the initiatives of the partners or the LIFE programme

**Presentation of the Project at National/International Events:** Between September 2023 and April 2025, LIFE VitiCaSe actively participated in over ten national and international events, significantly exceeding initial expectations. This strong presence at key industry and innovation forums has greatly enhanced the project's visibility and networking opportunities at both domestic and international levels. During this initial phase, event participation served either communication or dissemination purposes, and in some cases fulfilled both simultaneously. Depending on the audience and content, specific events helped raise general awareness of the project while also sharing technical or scientific information with specialized stakeholders. This integrated approach has enabled LIFE VitiCaSe to build broad visibility and engage a diverse range of stakeholders, laying the groundwork for more targeted dissemination of results in later phases.

The key actions undertaken during this phase include:

- The Kick-off Meeting, open to the public, was successfully organised by UPA Siena and Image Line and held during *Vinitaly 2024 in Verona*, achieving full attendance and generating strong engagement among key stakeholders from the wine sector and related industries (Participating beneficiaries: Image Line, AgroNotizie, CREA, CCC, Castello di Albola, Ruffino, San Felice, UPA Siena, EZ Lab France; external participants: approx. 60 - maximum capacity of the room)
- Image Line actively promoted the project at other major trade fairs, including *EIMA International 2024* in Bologna (Participating beneficiaries: Image Line, AgroNotizie) and

*Fieragricola Tech* in Verona (Participating beneficiaries: Image Line, AgroNotizie, CREA and San Felice – during workshops), reaching both technical and general audiences. UPA Siena (within Confagricoltura collective Booth) and the three wineries also took part in Vinitaly 2025. AgroNotizie staff also participated in Enoforum 2025, a technical-scientific event on viticulture held in Verona, with the project rollup and distribution of leaflets.

- Targeted networking with similar EU-funded projects was pursued through participation in events organised by the *LIFE ADA* (Participating beneficiaries: Image Line and CREA) and *SmartWine – NextGenerationEU* (Participating beneficiaries: Image Line) projects, where LIFE VitiCaSe was invited to present its approach. The project was also showcased at the *EIT Food SMAF* workshop (Participating beneficiaries: Image Line) in Bari. Furthermore, LIFE VitiCaSe took part in an event organised by CREA and the Italian Ministry of Agriculture, Food Sovereignty and Forests – MASAF (Participating beneficiaries: Image Line and CREA), which focused on the contribution of the LIFE Programme to environmental and climate priorities, offering additional opportunities for exchange with institutional and technical stakeholders.
- In addition, the project was presented at the Annual Conference of the *Smart AgriFood Observatory* - of which Image Line is a member - held in Milan, further strengthening connections with the broader agri-food innovation ecosystem (Participating beneficiaries: Image Line, San Felice and UPA Siena).
- LIFE VitiCaSe was also featured at the *AgriFood Summit 2024 – Coltivare la sostenibilità per crescere*, a high-profile hybrid event organised by *Il Sole 24 Ore* Group, which provided a valuable platform to present the project's approach to sustainability to a broad business-oriented audience (Participating beneficiaries: Ruffino).
- The project's international outreach was strengthened through participation in high-profile events such as the *LIFE Platform Meeting on Soils* (April 2024, Pamplona – attended by Image Line and CREA) and the *2nd European Carbon Farming Summit* (March 2025, Dublin – attended by Image Line and CREA). Although the project was not directly presented, these occasions provided valuable opportunities to connect with representatives of other EU-funded initiatives, policy makers, and stakeholders involved in the development of carbon farming practices, facilitating knowledge exchange and potential future collaborations.
- Further international dissemination activities were carried out through various participations in additional international events coordinated by EZ LAB France, contributing to the project's visibility across European innovation networks (CES 2004 in Las Vegas; World AI Cannes Festival 2025).

### 3. Dissemination Report

All activities foreseen for this reporting period under this task have been implemented as planned.

During the reporting period, the project successfully initiated and implemented several dissemination activities targeting professionals, technicians, and experts in the viticulture and agri-environmental sectors. These actions aimed to promote stakeholder engagement and facilitate the transfer of practical guidelines and tools emerging from the project.

A dedicated Dissemination Plan was developed by the Communication Manager with support from the Communication Board and submitted as Deliverable D7.3 on 3 June 2024, with a slight delay compared to the original due date of 30 April 2024. The document defines a structured, multi-channel dissemination strategy tailored to different target groups and communication tools. It is organized into six main sections, covering: 1) Introduction – Outlines objectives and target audiences; 2) Management – Defines roles of the Communication Board and Advisory Board in implementing the dissemination strategy; 3) Stakeholder Engagement and Networking – Explains how stakeholders are identified, mapped, and involved, and how collaboration with similar projects is fostered; 4) Channels, Tools and Materials – Describes the use of dissemination instruments such as the website, newsletter, events, technical articles, scientific papers, and videos, specifically aimed at transferring project results to technical audiences and sector professionals; 5) Visual Identity and GDPR – Covers logo use, EU requirements, and data protection; 6) Monitoring and Evaluation – Defines KPIs and methods for assessing the reach and effectiveness of dissemination activities.

This comprehensive plan serves as the backbone for all dissemination actions carried out during the project.

**Demo Days:** These events represent a cornerstone of the project's demonstration strategy and stakeholder engagement efforts. The first Demo Day, held on 22 November 2024 near Ruffino's premises in the Veneto region, served as a key platform for showcasing practical results and fostering direct dialogue with farmers, agronomists, and representatives of other EU-funded initiatives. This event was instrumental in strengthening collaboration and facilitating knowledge transfer (Participating beneficiaries: Image Line, AgroNotizie, CREA, CCC, Castello di Albola, Ruffino, San Felice, UPA Siena, EZ Lab France; external participants: approx. 60). A report of the event has been published on the website: <https://www.life-viticase.eu/it/news/report-carbon-farming-life-viticase-demo-day-22-nov-2024>

A second Demo Day is planned for the project's final year to further consolidate these achievements and maintain active stakeholder involvement.

**Advisory Board:** The Advisory Board was officially established and currently consists of four members with complementary expertise and institutional affiliations:

- Palma Esposito, from Confagricoltura, serves within the Directorate for Economic Development Policies of agri-food supply chains;
- Massimo Nepi, professor at the University of Siena, is coordinator and head of the Agribusiness program;

- Cristiana Tozzi, Project Manager at Siena Food Lab, operates within the Santa Chiara Lab – University of Siena.
- Alessandra Gemmiti, Programming Officer at the Tuscany Region, working in the unit for European Collaboration Networks and Agricultural Management Activities at the territorial level of Livorno and Pisa.

The first technical meeting with the Advisory Board was held online on 22 January 2025.

During the meeting, the project team presented key updates on the development of methodologies and tools, and received valuable feedback on opportunities for stakeholder engagement and alignment with sectoral innovation strategies.

Annual meetings are planned, preferably in person at partner farms, and are coordinated by UPA Siena. The Advisory Board will continue to play a strategic role in guiding dissemination efforts and ensuring alignment with the expectations of the professional and academic communities.

**Technical articles:** In terms of technical dissemination, one technical article about the project was published in the international journal *EU Research* (DOI:

<https://doi.org/10.56181/HVEN8717>). The article presents an overview of the project's approach and innovations and includes insights from Simona Palermo (PM) and Gabriele Mongardi (TPM), who were interviewed for the feature. Additional articles are under preparation to meet the target of at least three publications.

**Scientific papers:** The preparation of peer-reviewed scientific papers by CREA researchers is ongoing, with a focus on soil management practices and carbon sequestration strategies developed within the project. In the meantime, the database of best practices for sustainable soil management has been made available in open access

(<https://doi.org/10.5281/zenodo.14329703>).

**Events and Fairs participations:** The project team actively participated in several events and fairs, many of which served both communication and dissemination purposes. These occasions allowed the consortium to engage directly with stakeholders, share project outputs, and promote technical knowledge. Reference to these activities is included under Task 7.1, given their dual scope.