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Looking for an eco-sustainable sheep supply chain:
environmental benefits and implications



After-LIFE report

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Executive summary

These guidelines provide an overview of after-LIFE dissemination activities and tools of the project.



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Introduction

The SheepToShip (StS)after-LIFE plan moves from the analysis of the main drivers of StS activities in the near future, in terms of both dissemination tools and upgrade of StS strategy, and net zero farming topic mainstream

SheepToShip LIFE dissemination strategy: lessons learned

Here we present a brief SWOT analysis of key elements which support our vision of the future:

Strengths

StS demonstrated that the reduction of greenhouse gas (GHG)emissions in sheep farming sector is a realistic goal in a ten years transition, and Sardinia represents the ideal lab for that. All partners will continue to sustain StS mission after the end of the project, due to their scientific, technical and institutional capacities and great determination to support a multi-level as well as cultural transition towards a carbon neutral agriculture and society. StS project engaged in lobbying activities involving agricultural and farmers associations, which will support StS effort for obtaining the approval and implementation of Environmental Action Plan. The development of Carbon farming mechanisms at European, national and regional levels could keep growing the project's scientific heritage and facilitate Sardinian sheep farming system to move towards carbon credit schemes.

Covid-19 pandemic gave us the chance to upgrade our dissemination strategy and tools, in order to inform stakeholders and general public, but also to develop tools towards continuous learning model for farmers and technicians, designing

knowledge transfer products (webinar series and other remote tools), and collecting continuous feedback from StS followers' community to improve collaboration, decision-making, solutions and farmers engagement.

Weaknesses

Project started with the ambition to cut off 20% of GHG emissions of Sardinian sheep farming system within 10 years. However, Paris agreement set up to 55% the CO₂emission reductions by 2030. At time of project conclusion, the Environmental Action Plan (EAP) has not yet been approved nor implemented by the Regional Administration of Sardinia (RAS), although EAP has been illustrated and largely discussed with the Departments of Agriculture and Environment of RAS. The period from the adoption of innovation to the time when positive effects materialize at farm level can be relatively long and involved also sheep market products' dynamics.

Opportunities

Covid-19 determined unexpected conditions to explore and develop additional products, in both the communication and dissemination areas, allowing to reach a wider audience than originally intended. Throughout the project activities and initiatives, a community of followers and a network of different actors have been developed, including scientists, technicians, professionals, farmers, national and local government officials.

Threats

Failure of on-time public interven-



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tions to support eco-innovation spreading, knowledge transfer and sustainable transition stimulation' tools could undermine StS efforts.

The sustainability transition process demonstrated by the StS cultural and scientific experience requires policies capable to manage the complexities inherent in the agricultural sector. In the absence of appropriate policies, Sardinian sheep sector could be affected by land use abandonment with severe damages to the entire sheep farming supply chain, made this even more dramatic by the dynamic of the global agri-food market and by the consequences of climate change.

After-LIFE strategy

The core of the after-LIFE strategy is represented by the strengthening of both dissemination and governance tools as developed during the StS five years' experience. The main goals are (i) promoting and encouraging knowledge and eco-innovation transfer, (ii) building resilience towards a more sustainable sheep farming in Sardinia, in Europe, and (iii) contributing even more to Climate Action and climate change mitigation.

The activities and tools of the after-LIFE planning designed by the communication StS team are briefly reported here following.

For what it may concern Environmental Action Plan, project team will provide to present and share the governance's deliverable to the whole StS community, as well as stakeholders and citizenship through a public press conference. The



event will take place after its adoption by the Autonomous Region of Sardinia.

Due to the positive results obtained in involving the target audience (i.e. sheep farmers, farming stakeholders, general public, etc.), the project communication team is planning to organize and produce additional webinar series after the end of the project, in order to capitalize audience engagement and increase social media followers. The series of webinar events organized during the Covid-19 pandemic represented an effective way for disseminating results, transferring technical and scientific knowledge, spreading eco-innovations, and demonstrating mitigation measures. In addition, a webinar video library was collected and uploaded into the project website.

The StS webinar format consisted in general in a 20-minute speech of researchers or experts (supported by slides and/or videos) on key points of the project: mitigation techniques, how eco-innovation works, how farmers could implement it, how much environmental impacts are reduced, economic implications of mitigation measures, etc.

Part of the webinar series let the floor to farmers for illustrating their experience with the application of mitigation tech-



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niques.

Each webinar event was followed by a Q&A session moderated by the StS communication team, where participants (social media followers, farmers, farmers associations, technicians and others) had the opportunity to debate each specific point or more general aspects (rural policies, European Green Deal, etc.) with questions and comments.

New webinar series will be organized involving again StS partners as well as experts from the large StS network or other actors of the future sustainable transition of the European agricultural sector.

Costs to organize and produce a new webinar series will be covered by internal funds of partners, using freeware software available in the web (such as Live Streamyard ©) to easily manage live events on Facebook or others social media channel. The cost of public bodies/partners personnel involved in these initiatives will be accounted for within the ordinary institutional activities, as third mission, with the specific purpose of contributing to improve the public understanding of science perspective.

New releases of the SheepToShip LIFE Newsletter will update results and outcomes of the StS project, keeping interest on project findings alive.

Scientific publication: due to the large size of datasets collected in five years, new scientific papers will be published in academic journals as soon as possible. Each new scientific publication will be also promoted in the website and official social media of the project, mentioning the LIFE financial instrument of European Union.

Official video of the StS project will be also promoted in each public event appropriate for the StS strategic content.

One of already scheduled coming event is the 10th Conference on Life Cycle Assessment LCM2021 which will take place in Reggio Calabria (Italy) from 22th up to 24th of September 2021. The programme of the event provides in fact an oral presentation by the StS Team concerning our project.

Keep Networking strategy

Last but not least, an additional activity will consist in the periodic update of the project website as well as of the official social media pages of SheepToShip LIFE, as well as refreshes of deliverables and products available for download in the website.

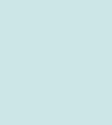
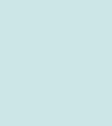
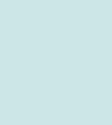
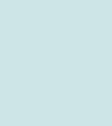
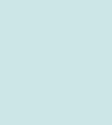
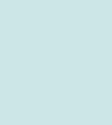
This will be essential also for keep informing, aware and growing in number the StS community, as an additional and persisting outcome of the project, and maximizing project and partners efforts.

For additional tools to be developed, any comment or suggestion is welcome from who is going to evaluate this after-LIFE plan. In any case and for sure, the StS communication staff in collaboration with all the StS partners is seriously working for funding any after-LIFE activities through other LIFE or other EU Programmes financial resources.



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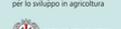
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Agencia para a agricultura e desenvolvimento rural



Laore

Agencia regional para o desenvolvemento rural



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