

# SC2 Coordinators Day

## Organic production

**LIVSEED**  
**BRESOV**  
**ECOBREED**



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IMPROVING CROPS



Funded by European Union  
Horizon 2020  
Grant agreement No 771367

# Links with other EU projects

- **LIVESEED:** improve the sustainability, performance, and competitiveness of the organic sector by boosting organic seed production, developing novel breeding approaches and by harmonizing the implementation of the European organic seed regulations.
- **BRESOV:** provide climate-resilient organic vegetable cultivars. Exploitation the genetic variation of broccoli, kohlrabi, bean and tomato by exploiting up-to-date knowledge of genome structure and function. Involvement of farmers, advisory services, research institutes, breeding companies and food processors. The pre breeding/breeding lines/cultivars will be selected for efficiency when grown under water, temperature, and nitrogen stress, for resistance to pests and diseases, plant - soil and microbiome interaction. Desirable product quality traits such as taste, visual appearance, postharvest performance, will enhance resource use efficiency and productivity.



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# Links with other EU projects

- **Synergies**

Accelerate the breeding process and adoption of new cultivars

Foster seed and breeding related innovation in the organic sector

Increase the volume and quality of organic seeds

Improve the competitiveness of the organic seed sector

- **Benefits**

Different forms of trainings and education/training material/topics identified

Mapping of the target groups/research & breeding/seed production & availability

Variety testing/additional testing criteria for organic farming

Use of organic seed across Europe/organisational or financing models/policies

- **Joint activities**

SAB's, meetings, conferences/specific satellite meetings

Training and education

Exchange of information in various forms and through various channels



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# Communication and dissemination strategy

- Communication channels
  - www....
  - <https://www.facebook....>
  - Twitter: @.....
  - LinkedIn: ..... project
  - Youtube channel
  - Different media
- Collaboration with existing EU initiatives: European Innovation Partnership, Joint Programming Initiative, ERA-NETs, EU infrastructure, etc.



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# Communication and dissemination strategy

- Major events
  - EPSO, EUCARPIA, Scientific conference
  - Demonstration events
  - Annual meetings
  - Workshops, trainings, seminars, other events
- Tools
  - Leaflets, information sheets, presentations, press release, videos, fact sheets, **practical abstracts** etc.
- Targeted audience
  - Local farmers, advisors, seed merchants, breeders, agri-businesses, food-processors, general public