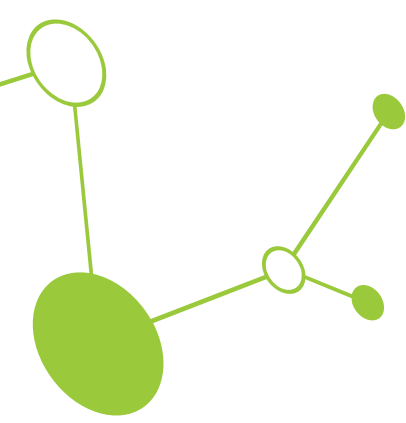


# JOINTLY DEVELOPED STRATEGY FOR THE ADAPTATION AND DISSEMINATION OF THE UFLSU MODEL

CoFarm4Cities





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## 1. Executive summary

This jointly developed dissemination strategy ensures that CoFarm4Cities results reach target audiences (policymakers, stakeholders, citizens) to maximise the project's expected impacts. The strategy is structured around the project's core results: (i) the Urban Farming-based Sustainable Land Use (UFSLU) Model, (ii) the stakeholder engagement methodology and toolkit, and (iii) lessons learned from pilot urban farms. Dissemination actions are explicitly linked to the potential users of these results, including municipal planners, policy-makers, urban farm managers, and civil society actors, with a clear focus on post-project uptake and replication.

This document primarily focuses on the dissemination and capitalisation of the main CoFarm4Cities results. At the same time, communication activities are addressed only to the extent that they support the uptake, transfer, and long-term use of project outputs beyond the partnership. The dissemination strategy explicitly builds on the Interreg CEE territorial logic by focusing on transferability across functional urban areas, cross-border learning, and policy uptake in cities facing similar peri-urban land-use pressures. Rather than promoting isolated pilot actions, dissemination activities emphasise the replicability of the UFSLU model across different governance, planning, and socio-economic contexts in Central Europe.

The joint dissemination strategy shifts from promoting active progress to ensuring the durability, accessibility, and uptake of project results after the funding period ends. This strategy is a detailed roadmap defining how project outputs (e.g., tools, strategies, pilot solutions) will be shared and used by partners or external stakeholders after the project concludes.

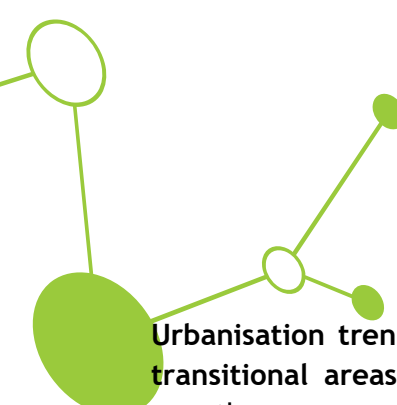
## 2. Introduction

**Central European (CE) cities are facing increasing pressure on land use due to urbanisation**, particularly in peri-urban agricultural areas, leading to biodiversity loss and threatening land fertility and food systems. At the same time, there is a growing demand from citizens for more cultivable urban land, as evidenced by the popularity of community gardens.

This trend, together with the climate change impacts affecting cities (such as the heat island effect and changing rainfall patterns), calls for a **new approach to land use** based on climate-friendly, nature-based solutions to increase cities' resilience, counteract urban sprawl, regenerate degraded peri-urban areas, preserve biodiversity and strengthen local food systems. It calls for **sustainable use of land**,<sup>1</sup> which is particularly important in areas where local authorities often cannot keep pace with territorial expansion driven by infrastructure development, as populations in inner areas decline, resulting in underutilised infrastructure.

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<sup>1</sup> Sustainable land use is a practice that ensures that land-based resources - soil, water and wildlife - can provide goods and services in the long term without damaging the basic natural potential (soil quality, water and ecosystem functions, biodiversity), thereby meeting the socio-economic needs (food, energy, housing) of present and future generations in a sustainable manner. (Raquez, P., & Lambin, E. F. (2006). Conditions for sustainable land use: case study evidence. *Journal of Land Use Science*, 1(2-4), 109-125. <https://doi.org/10.1080/17474230601079050>)



Urbanisation trends over the past decades show that peri-urban zones function as critical transitional areas where residential expansion, commercial development, and infrastructure growth converge. Accelerated suburbanisation—driven by middle-class relocation from city centres and rural-to-urban migration—has made the periphery one of the most dynamic and socially sensitive zones.

Unregulated or spontaneous development in these areas often leads to fragmented urban structures, loss of green spaces, increased transport pressures, and irreversible spatial degradation, underscoring the need for timely, deliberate spatial planning.

The Interreg CE project CoFarm4Cities addresses these challenges by **developing a replicable Urban Farming-based Sustainable Land Use (UFSLU) Model, including stakeholder engagement tools, to integrate** urban farming into urban infrastructure, increase land-use efficiency, and prevent urban sprawl by utilising unused areas and transforming degraded areas into managed land. An urban farm supports sustainable urban development by contributing to its environmental, social, and economic dimensions.

Urban farming is widely recognised as a nature-based solution for climate change adaptation, playing a significant role in greening cities, preserving and enhancing local biodiversity and improving the urban climate, while promoting the productive reuse of urban organic waste and reducing the urban energy footprint. It also plays a key role in sociability, serving as a natural gathering place that promotes social inclusion. Safeguarding the territory, encouraging responsible lifestyles, practising organic farming, participatory management of urban green spaces, and fostering social integration are just some of the areas where urban farming can provide an immediate, low-cost response. Urban farms offer an integrated, local-level solution to the economic, environmental and social challenges of sustainable development.

### 3. About CoFarm4Cities project

CoFarm4Cities, an Interreg CE (CE0100253) project, aims to create a sustainable model for urban fringe farming in Central Europe as an effective tool to prevent urban sprawl and to transition to a more sustainable food system and society. The project started in April 2023 and will last until March 2026. Under the lead of Budapest III. District Óbuda-Békásmegyér Municipality, it comprises 8 other project partners from 5 countries:

- City of Zagreb, City Office for economy, environmental sustainability and strategic planning (Croatia)
- City of Turin (Italy)
- KAIROS Consortium of Social Cooperatives (Italy)
- Municipality of Krakow (Poland)
- City of Ljubljana (Slovenia)
- Institute for Circular Economy (Croatia)
- Óbuda University (Hungary)
- Association DOVES - FEE Slovenia (Slovenia)

Against this background, effective dissemination of practical, governance-oriented solutions is critical to ensure that innovative land-use approaches developed within CoFarm4Cities can inform planning practices and policy decisions beyond the project partnership.

## 4. Targeted dissemination

To maximise the impact of dissemination, project partners conduct strategic dissemination by segmenting target audiences, tailoring messages and information to each segment, and consciously selecting appropriate channels.

The dissemination strategy supports the achievement of the project's general and specific objectives by ensuring that **the UFSLU model and associated tools are understood, tested, and adopted by relevant actors beyond the project partnership.**

Within this framework, CoFarm4Cities contributes by **operationalising nature-based urban farming solutions as an instrument for climate adaptation, land-use efficiency, and resilient urban food systems.**

Each partner's individual dissemination action plan should be harmonised with the action plans in the annexes of the UFSLU model, as targeted dissemination is a part of the stakeholder engagement process for all the CoFarm4Cities pilots.

## 5. Key Messages and Tailored Content

In this section it is identified the core project messages tailored based on each partner city's solutions, which can adapt for different stakeholders to achieve concrete benefits.

Solutions of Obuda:

1. **A climate and environmentally friendly urban farm:** The pilot integrates a permaculture-based approach to achieve environmental sustainability, with a strong focus on soil health, water conservation and biodiversity.
2. **A non-profit, self-sustaining urban farm:** The urban farm operates under a community-based economic model, managed by an association composed of the gardeners themselves.
3. **A diverse and solidarity-based urban farm:** The urban farm emphasizes social sustainability through inclusive community engagement and educational outreach.

Overall, the solution contributes to economically viable, environmentally sound, and socially inclusive urban development, offering a replicable and upscalable model that supports sustainable land use and counters urban sprawl across the region.

***Core message of Obuda: Involve potential users as early as possible to operate the farm on a community basis. Use the farm for community building, to create real awareness. Apply permaculture principles during the design phase to reduce water use during operation.***

#### Solutions of Turin:

1. **Protection and enhancement of peri-urban landscape, soils and biodiversity:** Land is allocated to buffer strips, food forests, shrubs and tree lines, while native crop varieties are reintroduced, enhancing genetic diversity and local ecosystem resilience.
2. **Circular solutions at Cascina Falchera:** By integrating indigenous seed varieties, circular resource management, community involvement, and educational initiatives, the pilot ensures both environmental sustainability and long-term economic viability, strengthening the farm's role as a social, educational, and ecological asset.
3. **Social inclusion, environmental education and community well-being:** The farm dedicates plots to NGOs and vulnerable groups, including people with disabilities, unemployed individuals, young families, and other disadvantaged citizens, offering reduced fees and access incentives.

Overall, the combines permaculture-based farming, circular resource management, diversified revenue streams, and active community engagement to create a resilient, sustainable, and socially inclusive urban farm that supports biodiversity, environmental education, and local well-being.

***Core message of Turin: Create multifunctional urban farm that promotes biodiversity and social inclusion. Integrate circular economy practices, such as seed saving, composting, and efficient water management, to ensure long-term environmental and economic sustainability. Offer educational workshops and dedicated plots for vulnerable groups, the site serves as a vibrant hub for environmental stewardship and community well-being.***

#### Solutions of Krakow:

1. **Food sovereignty at the individual level:** The Krakow mixed-use urban farm strengthens food sovereignty by engaging residents in sustainable, self-sufficient food production and knowledge sharing.
2. **New economically sustainable model of management:** A hybrid and scalable management model combines municipal support with community-based operation, where publicly owned land is managed by an NGO, and financial sustainability is ensured through plot fees, educational activities, and community engagement while maintaining affordability and fostering local ownership.
3. **Socially inclusive and community-oriented urban farm:** The mixed-use urban farm functions as an inclusive space that promotes social cohesion, community engagement, and equal access to green infrastructure by actively involving diverse groups and supporting participation through shared activities and resources.

Overall, the solution combines individual-level food sovereignty, a hybrid and economically sustainable management model, and strong social inclusion to create a resilient urban farm that empowers residents, fosters community cohesion, and ensures long-term accessibility and local ownership.

***Core message of Krakow: Develop a mixed-use urban farm that enables self-sufficient food production while operating through a hybrid municipality-NGO model. Ensure financial sustainability through diversified revenues and strengthen social inclusion by actively engaging diverse and vulnerable groups in community-based activities and learning.***

### Solutions of Zagreb:

1. **A new green/edible community space in the neighbourhood:** A community-oriented public green space featuring a diverse fruit orchard, multifunctional recreational areas, and biodiversity meadows that enhance local ecology while engaging residents—especially children—in its use, care, and shared benefits.
2. **Outdoor learning area for the school and kindergarten:** The project actively involved the nearby school from the outset, engaging children in the design process while providing a new, higher-quality outdoor space that supports hands-on learning and overcomes previous gardening limitations.
3. **Waste reduction and compost production:** An electric composting device complements the pilot by transforming school and kindergarten food waste into high-quality compost within 24 hours, supporting local gardens while efficiently managing biowaste that was previously difficult to process.

Overall, the solution creates a multifunctional green community space that integrates edible landscapes, outdoor education, and circular waste management to enhance local biodiversity, support hands-on learning, and strengthen community engagement.

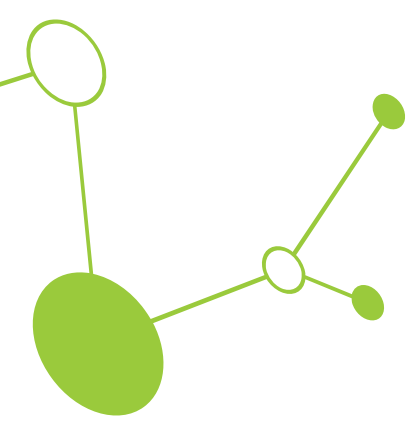
**Core message of Zagreb:** Create a community-oriented green space that combines production, recreation, and biodiversity with outdoor education and innovative composting solutions. Engage schools and local residents to foster environmental awareness, reduce waste, and build a shared sense of ownership.

### Solutions of Ljubljana:

1. **Holistic approach to food production on local government level:** The pilot expanded food self-sufficiency efforts by linking farmer support with urban gardening, short supply chains, and education through school garden programmes.
2. **Active inclusion of food production as a tool for many other activities in school curriculum:** School gardens as the Mini Urban Farm Rakova Jelša should be integrated into the wider curriculum as cross-disciplinary learning spaces that promote practical skills, sustainability, and understanding of local food systems.
3. **Empowering educators and reconnecting students with local food production:** Successful programmes rely on motivated educators who are supported with the knowledge and tools to deliver hands-on learning, helping students build practical skills, reduce food waste, and develop a stronger connection to food, sustainability, and community through shared garden experiences.

Overall, the initiative strengthens local food systems by combining municipal-level support, school garden programmes, and educator empowerment to foster practical skills, sustainability awareness, and community engagement, offering a scalable model that links production, education, and short supply chains.

**Core message of Ljubljana:** Engage educators, students, and local authorities collaboratively from the start to use food production as a tool for learning, sustainability, and community building, creating hands-on experiences that reconnect people with local food systems.



## 6. Objectives of (communication) and dissemination

We define what the project aims to achieve through communication and identifying specific audiences (e.g., policy makers, local businesses, experts, or the general public).

- **O1: Raise awareness and ensure visibility** of CoFarm4Cities activities and outcomes at the national, European, and global levels through communication activities.

*Target audience:* local and regional authorities; local, regional, national and EU decision makers; municipal planners and land-use departments.

- **O2: Promote CoFarm4Cities insights and results** to specified target audiences and increase the project’s engagement potential across stakeholder groups to maximise impact.

*Target audience:* local citizens; local formal and non-formal communities; NGO’s; businesses; institutions.

- **O3: Create joint dissemination channels and activities to encourage the replicability of the primary outputs and results.**

*Target audience:* professionals; NGOs and CSOs working in the field of environment; food policy networks; education and research institutions.

## 7. Audiences

Partners should focus on establishing both direct and indirect relationships with target audiences to understand their reach and needs. The stakeholder groups expected to be engaged indirectly through dissemination (and communication) activities are distinguished by the following roles: users and multipliers.

Primary users (direct uptake of results)	Secondary multipliers	General public and local communities
<ul style="list-style-type: none"> <li>• local and regional authorities</li> <li>• municipal planners and land-use departments</li> <li>• urban farm managers</li> </ul>	<ul style="list-style-type: none"> <li>• NGOs and CSOs working in the field of environment, sustainable production, and healthy food</li> <li>• food policy networks</li> <li>• education and research institutions</li> </ul>	<ul style="list-style-type: none"> <li>• local communities of urban dwellers</li> <li>• local businesses</li> <li>• community garden members</li> </ul>

## 8. Dissemination tools

Tool	Description	Target audience	Timing	Partner
Final conference	conference on conclusions and solutions to be organised in BP	professionals, municipalities, authorities	19th March 2026	All
Policy briefs	policy recommendations will be tailored to different governance levels	municipal, regional, EU institutions, authorities and decision-makers	2026 Q3 - 2027 Q1	Obuda
Public events	local thematic public events for citizens, e.g. Obuda Green Days, Pumpkin Days in Ljubljana	citizens, communities, NGOs	Annually (one per year)	Pilot cities
Local events	open farm events, educational training on farm practices	citizens, communities, NGOs, businesses	Regularly (more time per year)	Pilot cities
Site visits	to be organise on site guided visit with lectures	urban farm managers, communities, NGOs, municipality representatives	Regularly (more time per year)	Pilot cities
Thematic events	providing venue for thematic events regarding urban farming	citizens, communities, NGOs, students, institutions, businesses	Regularly (more time per year)	All
(Short form-) videos	producing relatively quick and low-budget short videos	urban farm managers, communities, NGOs, businesses	at least once a year	All
Networking	network building with other urban farm communities/management institutions;	urban farm managers, communities, NGOs; members of the BIOEAST Initiative	continuously	Pilot cities
Networking with eco-schools	the methodology/teachers' handbook for school gardening will be disseminated thru the global network of eco-schools	schools (and kindergartens), teachers	continuously	DOVES thru the global FEE- Foundation for Environmental Education and the Eco-Schools program in Slovenia

Project website	the project website will be maintained and operated	citizens	continuously	Obuda, Krakow
Social media platforms	project partners regularly provide news and produce content about urban farming	citizens	continuously	All
Zenodo (repositories)	uploading the project materials ready for dissemination to open online repositories	professionals, municipality representatives	2026. Q2 - 2026. Q4	Obuda

- **Key event:** Final conference on conclusions and solutions to be organised on 19th March 2026, in Budapest
- **Policy briefs:** it will be tailored to different governance levels (municipal, regional, EU). They will highlight how the UFSLU model can be integrated into spatial planning, climate adaptation strategies, and urban food policies. EU-relevant policy briefs of CoFarm4Cities should be published on [the policy solutions subpage of Interreg](#). Policy briefs constitute a valuable instrument for national and international funding bodies, as they systematically present evidence of impact, contextualise societal challenges, and provide actionable recommendations regarding the replicability of the model and the lessons learned from the pilot actions.
- **Public events:** Every year, a major urban public event on the topic of sustainability is organized (e.g. Obuda Green Days, Pumpkin Days in Ljubljana, Festa d'Estade in Turin), which is suitable for pilot cities to promote urban farming.
- **Local events:** Open Farm events for residents; educational training on farm practices; outdoor kindergarten and school classes—regular market on site where there's a surplus.
- **Site visits:** There will be organise on site visits for other urban farm managers and communities, municipality representatives.
- **Thematic events:** Providing venue for thematic events regarding urban farming such as professional workshops, trainings and community actions as well (e.g. seed exchange, seedling fair, preserving workshops, trainings for community gardeners).
- **(Short form-) videos:** It is a relatively quick and low-budget communication tool to produce. No professional equipment is needed; even a mobile phone will suffice. From carefully edited videos to uncut videos narrated during filming, several formats can be used to show what is happening on the farm, what creatures are present, and what the community that cultivates the land is successful at, etc. These video (success) stories are best shared on social media platforms and can reach diverse audiences. This is the best awareness-raising tool for laypeople who would eventually support sustainable urban (fringe) farming as a social expectation.
- **Networking:** Network building with other urban farm communities/management institutions: most of the CoFarm4Cities pilots have already begun establishing relationships with other farms or community gardens at different levels (city, regional,

national, or even international). This work should be ongoing, as the main target audiences for dissemination are these groups, since they are best placed to benefit from the lessons learned from the project.

- **Project website:** the project website will be maintained and operated during the maintenance period (<https://www.interreg-central.eu/projects/cofarm4cities/>).
- **Social media platforms:** project partners regularly provide news and produce content about urban farming on their social media platforms (e.g. LinkedIn, Facebook, X (Twitter), Instagram).
- **Zenodo for the primary outputs:** As the project online account will expire shortly after the project lifetime, it is needed to upload all the project materials ready for dissemination (such as the UFSLU model) to open online repositories such as Zenodo, the repository developed by the European OpenAIRE program.

Making available the model developed in CoFarm4Cities can boost the replication of urban farms. All key outputs uploaded to Zenodo will follow FAIR principles (findable, accessible, interoperable, reusable) and include clear metadata, licensing information, and links to practical implementation guidance.

## 9. Communication channels

Communication Strategy Type	Example Activity	Target Audience	Partner
Community-Based	Distributing flyers, pamphlets, and toolkits in local public events, organising site visits.	Local residents, NGO's, businesses	Pilot cities
Policy-Focused	Creating "Policy Papers" and participating in local and city government committee sessions.	Legislators, Agencies	Obuda, ICE Pilot cities
Interactive/Creative	Developing debate and educational sessions or trainings on key findings and best practices, as well as networking activities.	Stakeholders, Students	Doves, Kairos, OE
Innovative/Digital	Sharing data and best practices on networking platforms	Professionals, Farmers, Community gardeners	All

Traditional/Academic	Publishing in high-impact journals or presenting at seminars.	Researchers, Academics	OE, ICE, Doves, Obuda
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## 10. Knowledge sharing and mutual learning

With related projects (e.g. the engagement of follower cities e.g. on Interreg websites).

Project partners will engage multiplier organisations and networks, including [Oppla](#), [Edible Cities Network](#), [FOOD 2030 Networks](#), [ICLEI Global CityFood Program](#), and national permaculture associations (e.g., MAPER in Hungary).

Where feasible, project partners are encouraged to build on existing networks and initiatives to continue knowledge sharing beyond the project lifetime, without creating binding obligations beyond the project’s contractual scope.

## 11. Monitoring and evaluation

To facilitate performance tracking, it is always worth documenting which target groups each dissemination activity has reached and, where possible, how many people have been reached. To maximise impact, it is recommended to review these figures regularly, assess which groups have not been reached or have been reached by a small number of people, and develop a roadmap to reach these groups.

The following indicators are proposed:

1. number of policy briefs produced and downloaded
2. number of dissemination events and participants
3. number of cities/organisations expressing interest in replication
4. references to CoFarm4Cities outputs in external strategies or projects

## Disclaimer

In line with Interreg CENTRAL EUROPE communication requirements, all dissemination activities will ensure appropriate visibility of EU funding. In all related dissemination activities, the EU logo must be used. Regulation (EU) No 2021/1060 (Chapter III, Article 47) requires all beneficiaries to use the emblem of the Union in accordance with Annex IX when carrying out visibility, transparency, and communication activities. The EU logo must always be visible in a prominent place (on the first/landing page, visible, without scrolling, on all electronic and mobile devices) and be of a comparable size to other logos used.<sup>2</sup>

*Plaques/ Billboards*

<sup>2</sup> [https://www.interregeurope.eu/sites/default/files/2023-02/IR-E\\_programme\\_manual\\_annexes.pdf#page=133](https://www.interregeurope.eu/sites/default/files/2023-02/IR-E_programme_manual_annexes.pdf#page=133)

Any project involving physical investment (i.e., in the event of infrastructure/works and/or equipment in the context of a pilot action) must display a durable plaque or billboard which is clearly visible to the public and presents the Union's emblem in accordance with the technical characteristics laid down in Annex IX of Regulation (EU) 2021/1060 and Article 36 (4) paragraph c) of Regulation (EU) 2021/ 1059. These must be in place at the start of the physical implementation of a pilot that involves investment, equipment purchase, or equipment installation.<sup>2</sup>