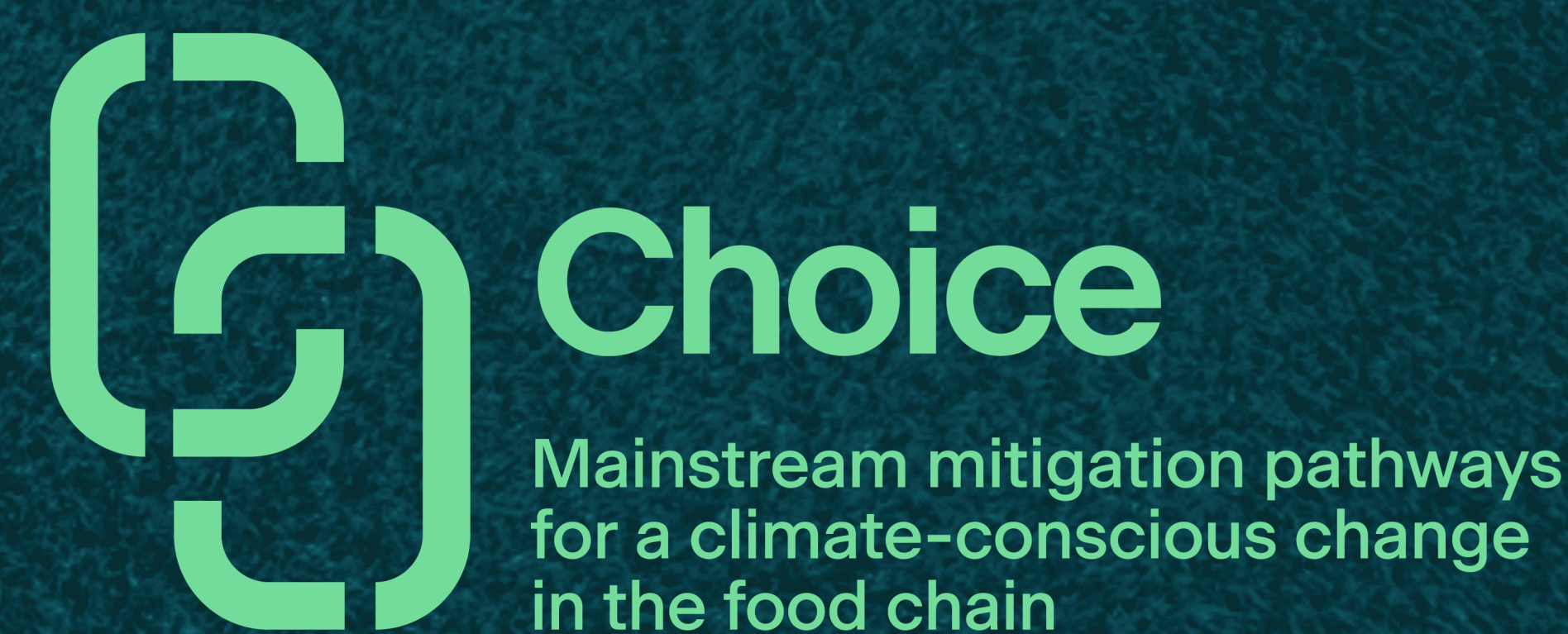


# PROMOTION AND TRANSFER OF SUSTAINABLE PRACTICES IN THE OLIVE AND LIVESTOCK SECTOR THROUGH PARTICIPATORY LABS, DIGITAL CAMPAIGNS AND INTEGRATED ASSESSMENT MODELS.

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## INTRODUCTION

Agriculture faces a dual challenge in the context of climate change. On the one hand, it suffers the impacts of climate change, such as rising temperatures; on the other, it accounts for between 20 and 25% of anthropogenic greenhouse gas emissions.

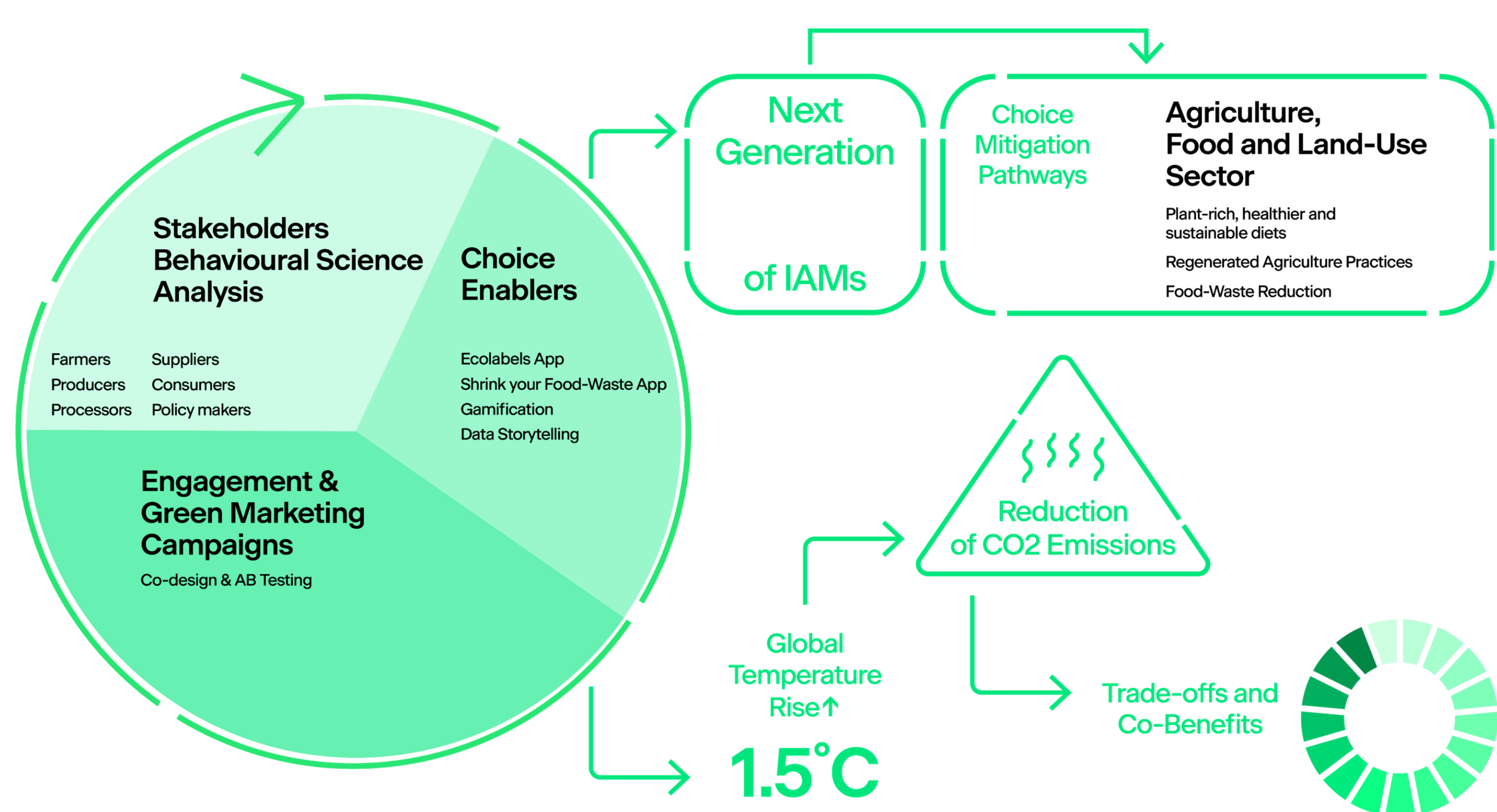
This context makes it urgent to adopt adaptation and mitigation strategies that strengthen the sector's resilience, promoting sustainable agricultural systems capable of addressing current and future climate challenges.

## OBJETIVES

This work focuses on the **dissemination and transfer of sustainable practices in the olive growing and livestock sectors**. It aims to identify the best strategy for their implementation, ensuring both the environmental sustainability and long-term economic viability of the sector.

## METODOLOGY

Three **Participatory Labs** were held for each sector (olive growing and livestock farming), involving different experts. The sessions addressed existing mechanisms and levers for driving change, as well as the best practices to be promoted and the most appropriate methods and channels for doing so.



The development of **digital campaigns** was identified as the primary means of promoting these practices, with **A/B testing** being implemented in some of them to evaluate them rigorously. Furthermore, **integrated assessment models (IAMs)** and **data storytelling** approaches are used to reinforce the campaigns.

## RESULTS

### DIGITAL CAMPAIGNS

#### OLIVE GROVE SECTOR: Olive groves with a future

Olive groves with a future: more efficient and smarter olive groves



Olive groves with a future: more resilient olive groves



#### LIVESTOCK SECTOR: Livestock farming with a future

Do you want to make your livestock farm more profitable? Go digital



Do you want to make your livestock farm more profitable? Improve your pastures

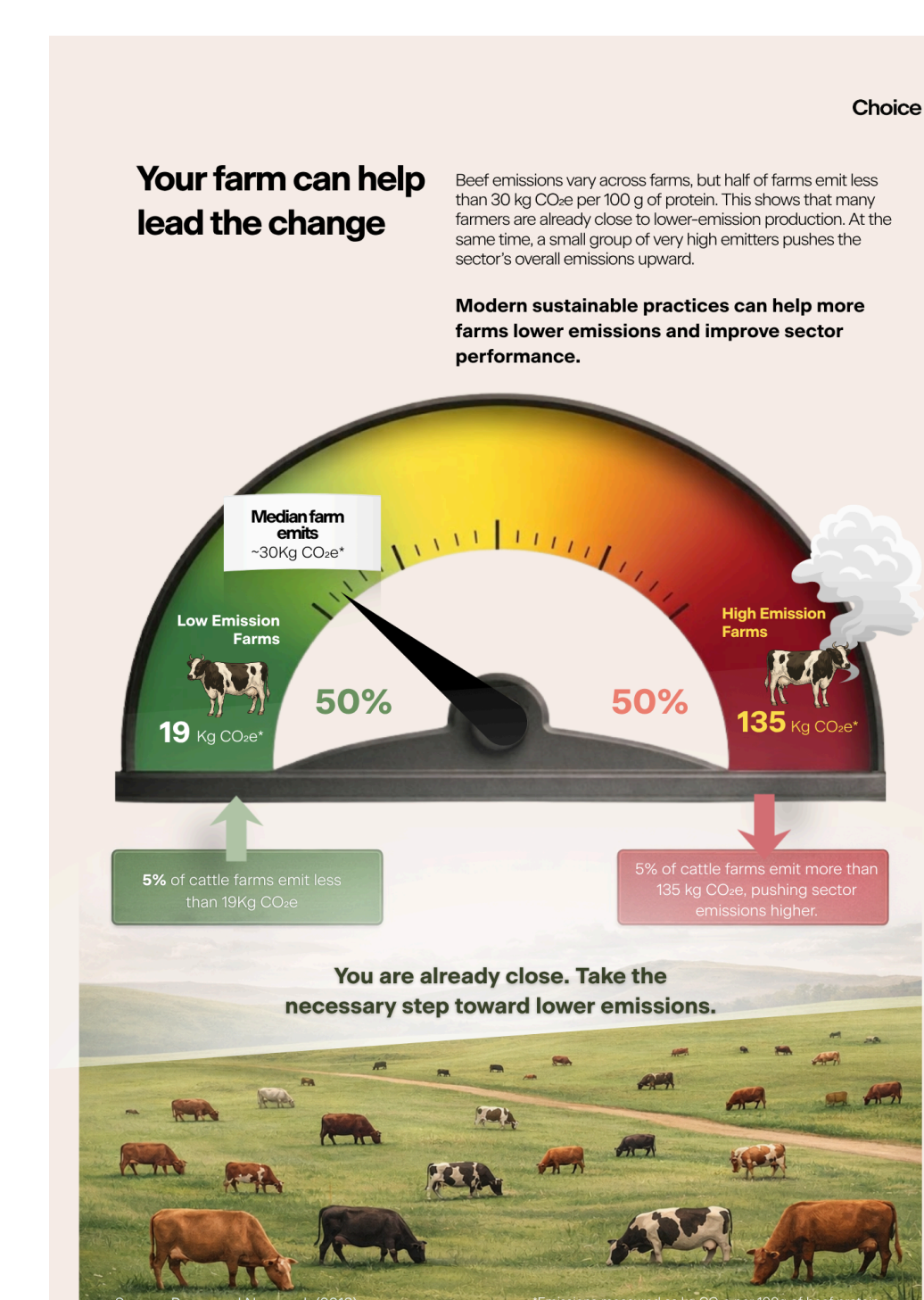


#### UPCOMING ...

Olive groves with a future: more profitable olive groves

Do you want to make your livestock farm more profitable? Go for clean energy

### DATA STORYTELLING



### A/B TESTING RESULTS

If they would like further information, contact preferences (A - Form / B - Call)

Campaign #2 - Olive Grove		
Variation	A form	B phone call (winning)
Sample size	52	67
Conversions	2	5
Conversion Rate	3.85%	7.46%
Conversion rate credible	3.83 - 7.96	4.99 - 8.03

Campaign #2 - Livestock		
Variation	A form (winning)	B Call
Sample size	98	91
Conversions	3	1
Conversion Rate	3.06%	1.10%
Conversion rate credible	2.58 - 4.90	1.55 - 4.09

## CONCLUSIONS

**Effectiveness of digital communication:** Digital campaigns, validated through A/B testing and reinforced with data storytelling approaches, have been used as an effective tool for transferring sustainable practices to olive and livestock sectors.

**Comprehensive strategic approach:** To achieve real change in the value chain, points of action and methods have been identified through Participatory Labs, combined with analysis of farmers behavior and integrated assessment models (IAMs).