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SUSTAINOLIVE

Platform creation (M24)

Deliverable 6.2. Platform creation

WP6. Overcoming barriers and participatory platform

Novel approaches to promote the SUSTAINability of OLIVE cultivation in the Mediterranean

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Executive Summary

This document contains the report of the task 6.2 the SUSTAINOLIVE project. SUSTAINOLIVE is a project funded by PRIMA H2020 Section 1 under the topic: *Improving the sustainability of Mediterranean agro-ecosystems*. SUSTAINOLIVE aims to enhance the sustainability of the olive oil farming sector throughout the implementation and promotion of a set of innovative sustainable management solutions that are based on agro-ecological concepts, and on the exchange and co-creation of knowledge involving multiple actors and end-users of the olive oil sector.

The document has been prepared as part of SUSTAINOLIVE Work Package WP6 and correspond to the deliverable in task 6.2 on Platform creation.

In this document, the different actions that have been taken during the first 24 months are described.

The deliverable will be divided into different sections:



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	Author	Gema Parra Anguita, José Liétor Gallego	Version	5
	Reference	WP6. Overcoming barriers and participatory platform	Date	18/05/2021

TABLE OF CONTENTS

1. Participatory Platform description	6
1.1. Types of platforms.....	7
1.2. Mobile/cellular applications.....	7
2. SUSTAINOLIVE APP.....	8
2.1. Initial Design.....	8
2.2. Adaptations to the target audience’s need.....	9
3. Piloting process description	9
4. ANNEXES	10

	Document:	D6.2. Platform creation		
	Author	Gema Parra Anguita, José Liétor Gallego	Version	5
	Reference	WP6. Overcoming barriers and participatory platform	Date	18/05/2021

1. Participatory Platform description


One of the results of the task 6.1 in SUSTAINOLIVE (PRIMA-H2020 project coordinated by the UJA) is that the olive grove sector demands information, knowledge and need for transferring it. With the aim of increasing its competitiveness, especially in more sustainable olive growing models in which the financial subsidy is higher. The creation of a community of olive growers with common interests and where a great flow of information can be given can create a niche with economic potential. Participatory platforms allow creating this sense of community among peers.

We want a durable olive grove that is profitable without generating major environmental impacts. This supposes the implementation of Sustainable Technological Solutions (STs). We want to modify behavior / practices using the transfer of knowledge through a participatory approach. This approach requires for collaborative learning, by which the differing perspectives of multiple stakeholders are coordinated, to manage complex environmental problems.

The collaborative learning requires the participants or stakeholders associated with same problems to develop solutions co-operatively as opposed to acting as advocates purely in their own interest. More timely and relevant information is the factor that most reviewers identify as essential to improve learning.

Learning can be difficult at an individual level; consequently the degree of support offered to individuals and groups during this learning process is one of the most important elements.

The platform intends to improve efforts to share information by building trust and confidence between information providers and users.

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	Reference	WP6. Overcoming barriers and participatory platform	Date	18/05/2021

1.1. Types of Platforms


Many participatory approach are based on face to face activities include Shared Vision Planning, where stakeholders, the conversion of stakeholder mental maps into Bayesian belief networks or as simulations and role-playing games with the aim to create the “atmosphere to participate” and share problem, knowledge, experiences, point of view,...

The exceptional situation experienced in 2020 worldwide, has made impossible to hold participatory sessions in person. The online participatory platforms have come to replace (temporarily) the previous ones. Initially, many organizations are using online participatory platforms to extend consultation processes beyond traditional face-to-face meetings. These online spaces are used to collect ideas from the public and to aggregate preferences. Our intention is go furthers and create the sense of community to a mobile application.

1.2. Mobile/cellular applications

Digital technology is an extremely important asset with scope to improve people’ s lives when combined with behavior change techniques. The past decade has seen the popularization and ubiquity of mobile apps, which are valuable instruments for progressing the individuals’ wellbeing in many cases. Apps designed with content that includes the opinions of experts tend to be more effective in facilitating behavioral change compared with those that were not in many disciplines¹.

¹ Chang, W. J., Wang, Y. L., Chang, Y. H., & Lo, S. Y. (2021). Effectiveness of an App-Based Mobile Intervention for Precision Oral Self-Care in Patients with Periodontitis from Initial Therapy to Re-Evaluation. *Applied Sciences*, 11(9), 4229.

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2. SUSTAINOLIVE APP

Besides all the negatives outcomes of the Pandemic COVID-19, it also has been a window of opportunity for many to expand their business and social relations using digital technology. Due to the lockdowns, the use of social networks has increased and has "pushed" many to "connect" with different objectives, from family and personal relationship to business development.


The objective of this task is creating, design and management of a progressive web application, taking advantage of the situation, to achieve the transfer of knowledge with value in the market since it aims to improve the competitiveness of olive oil producers by strengthening collaboration and interaction among farmers, university researchers, entities and people individual dedicated to the production of olive oil (Annex 1).

Initially, the mobile app is being developed for the Spanish context. Considering the acceptability degree and the success of it, and updated and adapted version for different countries will be developed.

2.1. Initial Design

The initial design needs ask for creating a network of farmers to share information and knowledge (local knowledge transfer), announce the presentation of new products, offer them in a targeted way and increase profitability. In addition, you will have access to advice through the network of EXPERTS (transfer of knowledge generated at the university (Annex 2).

1. First step was creating and preparation App sketches: The elements will be created and placed in mobile templates. Design of menus, images and functional structure. With this information the engineer starts the process.

	Document:	D6.2. Platform creation		
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2. Definition of functionalities of the App and Coding of the App: Chat, file exchange (photos, documents), infographic and guides download, request for technical advice, mailbox for receiving reports.
3. Publication and Communication Plan: The publication will be carried out through traditional channels (agricultural newspapers and magazines), in organized workshops (throughout 2021-2022), on social networks such as Twitter, Facebook, Instagram of related entities.
4. Once the prototype has been tested and made known through the communication plan, it is intended to offer the product to institutions and to large cooperatives (which have already shown interest) and whose missions include increasing the competitiveness of the olive oil production sector under the framework of sustainable development.


2.2. Adaptations to the target audience's needs.

The modification of the first design was focused on the steps taken by the end-users depending on their interest and needs. So, the simple access only requires a simple registration. If the farmer wants technical assistance or more information (access to video tutorials, good practices guides and additional material developed by SUSTAINOLIVE team project), a specific access with the introduction of more data (i.e., the farm size, type of pesticides used, type of soil) is needed (Annex 3).

3. Piloting process description

The piloting, both internally and externally, will be carried out from June to July (2021), to ensure the highest quality and correct operation of the product in the different devices.

The SUSTAINOLIVE app will be ready for piloting in June (2021) to test it internally. The open to external group piloting will take place by July (2021)

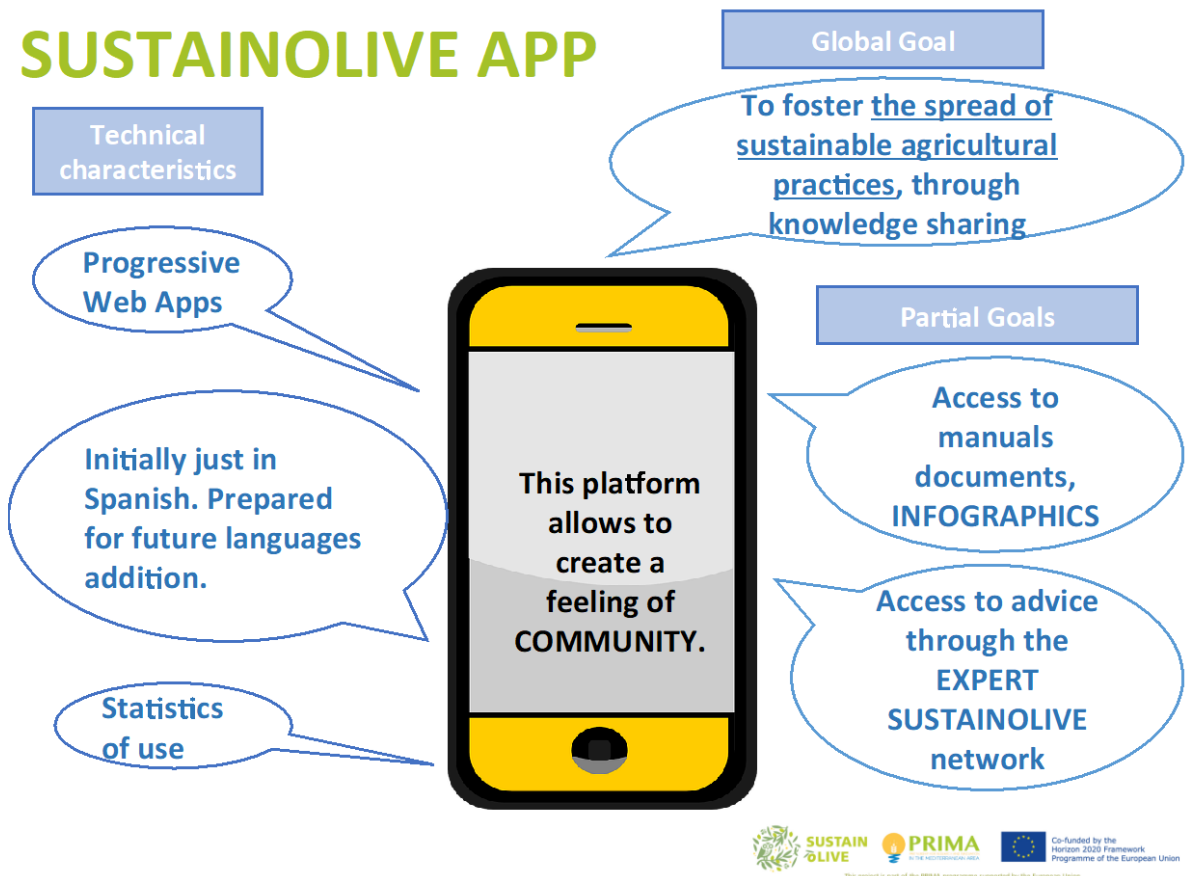
	Document:	D6.2. Platform creation		
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	Reference	WP6. Overcoming barriers and participatory platform	Date	18/05/2021


The publication and communication plan will be carried out through traditional channels (agricultural newspapers and magazines), in organized workshops (throughout 2021-2022), on social networks such as Twitter, Facebook, Instagram of related entities.

Once the prototype has been tested and made known through the communication plan, in phase 1 of the sales plan, it is intended to offer the product to institutions in the agricultural field (IFAPA, Diputación de Jaén). In phase 2, it will be offered to large cooperatives (which have already shown interest) and whose missions include increasing the competitiveness of the olive oil production sector under the framework of sustainable development. The sales plan will have a direct and personalized channel.

4. Annexes

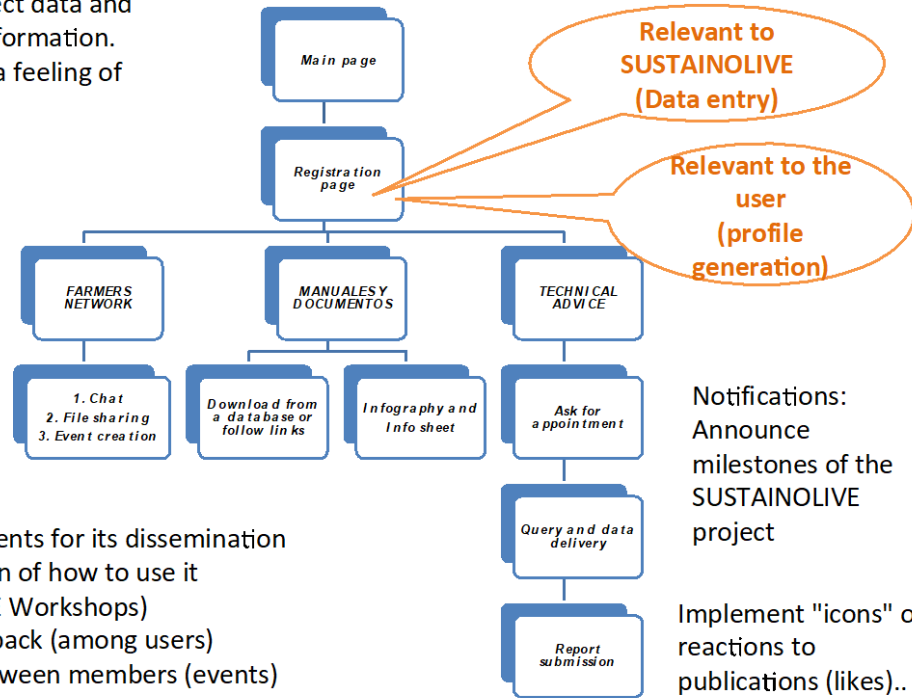
ANNEX 1. SUSTAINOLIVE App description.




	Document:	D6.2. Platform creation		
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ANNEX 2. SUSTAINOLIVE App initial design.

This platform allows you to create groups, identify your problems, collect data and disseminate information. It must create a feeling of COMMUNITY.



Establish moments for its dissemination and explanation of how to use it (SUSTAINOLIVE Workshops)
Promote Feedback (among users)
Interaction between members (events)

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ANNEX 3. SUSTAINOLIVE App updated design.

