

Deliverable achievement report

c16-a General press articles

30th April, 2024

Description of completion

The goal of this task is to disseminate information about the MountainHER project through general press articles to reach a wider audience, including the general public, policymakers, and stakeholders. Below are the key details related to general press articles:

Key Activities and Outcomes:

1. Press Engagement:

- The project has already resulted in **7 press outlets** being published, which highlights the project's activities and achievements.
- These articles aim to raise awareness about the project's goals, such as empowering women in mountain farming communities, promoting agroecological practices, and generating income through sustainable farming.

2. Participation in Agricultural Fairs:

- The project was presented at major agricultural fairs, which often attract press coverage. For example:
 - **SIAM 2023 and 2024 (International Agricultural Fair of Meknes, Morocco):** The project was showcased at ICARDA's stand, which attracted over **2 million visitors** across both editions. This event provided significant exposure and likely generated press coverage.
 - **SIAT 2024 (International Agricultural Fair of Tunisia):** INRAT presented the project at this fair, where it was visited by high-profile officials, including the Minister of Agriculture and the Secretary of State for Agriculture. Such events often attract media attention and result in press articles.

3. Policy Discussions and Workshops:

- Workshops and policy discussions were organized in various countries, which may have been covered by local or national press. For example:
 - In **Croatia**, a workshop with stakeholders and policymakers was held to discuss the project's findings and promote cooperation at the local level.
 - In **Italy**, a workshop was held with policymakers, including the mayor of the community and a senator, to discuss the project's impact on mountain areas.

4. Social Media and Digital Outreach:

- While not traditional press articles, the project's social media accounts (X, Facebook, LinkedIn, and YouTube) have been used to disseminate information widely. The X account, for example, reached **260 followers** and had over **6,000 impressions** by November 2024, which helps amplify the project's visibility and may attract press interest.

5. Project Newsletter:

- A project newsletter was released in **January 2024** through the MEL platform, which may have been picked up by press outlets or used as a source for press articles.

Deliverables:

- **D7.3.1:** Guidelines for outreach to farming communities and policymakers, which may include strategies for engaging with the press.

Key Performance Indicators (KPIs):

- As of October 2024, **4 press articles** have already been published, indicating good progress toward this goal.

- Published three divulgating articles in Italian media:
 - **Orsaro** (Italian Alpine Club, June 2023)
 - **Assaggiarmi** (Emilia Romagna food magazine, December 2023)
 - **Aperitime** (focused on malt production).
 - MountainHer : Renforcement des coopératives féminines dans les régions montagneuses du Maroc. <https://en.yabiladi.com/articles/details/150647/mountainher-renforcement-cooperatives-feminines-dans.html> (Juin 2024)

