

# Communicating, engaging and clustering: The MED-GOLD approach to provide climate services for Mediterranean grape, olive and durum wheat

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## MED-GOLD climate services

Climate change is a global threat on food security and the Mediterranean region will be one of the most affected areas worldwide. MED-GOLD aims to develop climate services for the agriculture and food sectors impacted by climate variability and change. The project will provide novel pilot climate services to help farmers define both medium-term management strategies and long-term planning actions for three traditional Mediterranean crops (grapes, olives and durum wheat) and their associated products (wine, olive oil and pasta). In this context, a coordinated communication, user engagement and clustering approach is key to ensure MED-GOLD success, understood as achieving tailored and therefore usable climate services.



## Coordinated communication, user engagement and clustering approach

### COMMUNICATION

To build better informed and connected user communities for the global agriculture sector and related policy-making

Activities structured at two different levels:  
**Internal** – directed to the MED-GOLD community  
**External** – directed to other agricultural sectors, the general public and policy-makers

#### INTERNAL

##### Newsletters

Biannual, providing updates on the latest research developments and next activities of interest

##### Webinars

One per year, about topics of interest for the MED-GOLD community

#### EXTERNAL

##### Media material

Press releases, news, interviews directed to the general public

##### Info sheets

Specialized material describing technical topics in a clear way, directed to the MED-GOLD community and the general agriculture sector

##### Policy briefs

Material for decision and policy makers



### ENGAGEMENT

To involve users in the design, development, test and evaluation of the added value of pilot climate services for olive, grape and durum wheat

To enhance the uptake of MED-GOLD climate services and ensure replicability for other crops and regions

#### MED-GOLD community

Public and private organisations operating in the three sectors of interest directly involved in the project developments, which will help explore and validate the climate services developed  
[www.med-gold.eu/registration](http://www.med-gold.eu/registration)



#### Participatory activities

Focus groups and workshops organised for each of the three sectors of interest to define user needs in terms of weather and climate

#### User forum

To discuss issues and ask questions to the MED-GOLD experts

#### Online survey

To gather users' feedback about the potential use of climate services for agriculture



### CLUSTERING

To foster cooperation with other related projects and initiatives, avoiding potential overlapping and enhancing synergies

#### Global and European initiatives

Climate-KIC  
JPI Climate  
FACCE JPI  
JPI Water...

#### EU funded projects and complementary programs

H2020  
ERA4CS  
Life, Copernicus, PRIMA...  
(PRIMAVERA, MARCO, CLARA, EU-MACS, S2S4E, SECLI-FIRM, VISCA, IMPREX, ADAPT2CLIMA, AgriCLASS)

#### National and regional projects dealing with agriculture and climate services

(BeFOre, DOUROZONE)