

Deliverable 10: Promotional and informational materials

WG5 coordinated the communication and dissemination activities of the Action. The work focused on maintaining communication within the network, providing information on the activities of the Working Groups, and making results and scientific material available to researchers, stakeholders and other interested audiences.

Task 5.1 – Dissemination, promotion and outreach of the network

A dedicated T0P-Agri website was established and maintained throughout the Action (<https://wissen.julius-kuehn.de/t0p-agri>). It provided information on the objectives and structure of the Action, the Working Groups, meetings, workshops, training activities and other events. Scientific and supporting material produced during the Action was also made available through the website. The site therefore served both as a public source of information on the network and as a platform for sharing material generated by its activities.

The Action maintained a social media presence, in particular through LinkedIn (<https://www.linkedin.com/company/ca21134/posts/?feedView=all>), where information on meetings, calls, workshops, conferences and other activities was circulated. The LinkedIn channel was also used to announce the final conference and to communicate its programme, including the opportunities for early-career researchers to contribute through oral and poster presentations. In addition, a conference website was set up (<https://t0p-agri.julius-kuehn.de/web/>) including and presenting the contributions.

The Action and its activities were presented at relevant scientific and professional events, including the annual ABIM meetings. Communication with related initiatives and networks was also maintained throughout the Action. Information on regional activities and workshops was disseminated beyond the immediate Action membership, including through the European Research Alliance “Towards a Chemical Pesticide-Free Agriculture” (<https://www.inrae.fr/en/scientific-collaboration-pesticide-free-agriculture>).

The dissemination activities also covered the Short-Term Scientific Missions. Calls for applications were communicated through the COST channels, and grantees were asked to prepare short summaries of their STSM results for publication on the Action website (<https://wissen.julius-kuehn.de/t0p-agri/topics/project/calls>). This provided an opportunity to make the outcomes of individual research exchanges accessible to the wider network.

Task 5.2 – Knowledge transfer and support for early-career researchers

Knowledge exchange was an integral part of the Action. Training Schools (<https://wissen.julius-kuehn.de/t0p-agri/topics/project/participants>), Short-Term Scientific Missions, workshops and webinars provided opportunities for researchers from different countries and career stages to exchange methods, results and experience.

The webinars were announced regularly through the Action website and the network's communication channels. Presentations were subsequently made available on the website (<https://wissen.julius-kuehn.de/t0p-agri/news>), allowing the material to remain accessible after the individual events.

The regional workshops organised within the Working Groups also brought together researchers with farmers, agronomists, advisers, students, industry representatives and policy-makers. These workshops addressed practical questions concerning the transition towards pesticide-free crop production and provided a setting for discussing research needs and possible changes in agricultural practice.

Task 5.3 – Organisation of meetings and events

Annual meetings (Uppsala 2023, Zagreb 2024, Bucharest 2025) and online meetings of the Working Groups were organised throughout the Action. Information on these meetings was communicated through the Action website and social media channels.

The regional workshops involved participants from research and agricultural practice and addressed issues such as crop rotations, crop diversity, field structure, landscape elements, knowledge requirements and the practical challenges associated with alternative crop protection approaches.

The final scientific conference of the TOP-Agri Network took place at the Julius Kühn-Institute in Berlin from 9 to 11 June 2026. The programme comprised three sessions with oral presentations and posters sessions and a field visit.

Across three thematic sessions, 18 scientific presentations and 40 poster contributions were presented. Particular attention was given to early-career researchers, with support provided for their participation and contributions.

The programme also included a visit to the JKI long-term crop protection experiment at Dahnsdorf. The field visit provided participants with an opportunity to examine long-term crop protection research under field conditions and to relate the scientific discussions of the conference to agricultural practice in the region. It also provided direct contact with regional agriculture and farmers. The visit included the JKI NOcsPS field trials and thereby gave participants an opportunity to discuss approaches to crop production without chemical-synthetic plant protection products in a practical field setting.

A Book of Abstracts (<https://doi.org/10.5073/20261014-092648-0>) was prepared for the final conference, documenting the scientific contributions presented by members of the network.