

Focus on Nutrients – Klimatkollen Sweden

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Was started in 2001 to meet the Swedish environmental objectives, especially on less eutrophication, and at the same time - increase farmers income

The project is run in co-operation between the

- Swedish Board of Agriculture
- Federation of Swedish farmers
- County administrative boards
- Agricultural advisory companies



Klimatkollen is characterized by

- › Voluntary participation
- › Repeated farm visits – 60 000 visits to 14 000 farmers since 2001
- › Farm-specific measures
- › Follow-up on each farm
- › Education of advisors – about 200 advisors



Quantification of success in the project

- › Frequent evaluation of farmers experiences from the advisory visits – very high indices
- › Evaluation of project aims
- › Evaluation of reported data from advisory visits
- › Project steering group feedback
- › Number of visits on home pages
- › Calculation tools user numbers
- › Visits on social media
- › Evaluation of courses for advisors
- › Prioritised project since 2001



Communication of successful project achievements

- › Frequent meetings with project partners
- › Frequent newsletters on project campaigns, evaluation and progress
- › Communication on progress in the project
- › Information to the farmers about the progress and make them proud of their achievements – preferably through the press
- › Steering group
- › Social media
- › Web pages
- › Advertisement

