

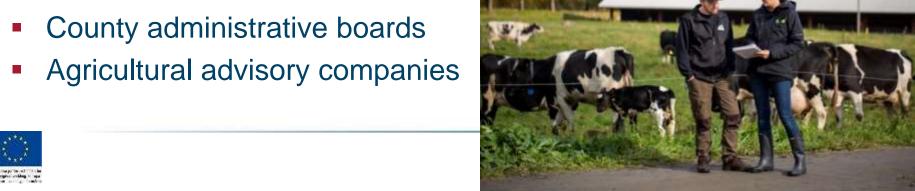
Focus on Nutrients – Klimatkollen Sweden

Maria Stenberg **Swedish Board of Agriculture**

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





greppa näringen

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



