

NEWSLETTER #1 - November 2024

FORTUNA - Future innovation for pesticide use reduction in agriculture



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FORTUNA



Duration:
36 months



11 partners
9 countries



Goal: Reduce
pesticide use

FORTUNA's Newsletter keeps you up to date with the project's progress and latest news. You can also follow us on social media and through our website.

Visit the website



FORTUNA at a glance

The FORTUNA project is a Coordination and Support Action under Horizon Europe that brings together 11 partners from eight European countries and Switzerland. Coordinated by the Julius Kühn-Institut (JKI), the consortium links research institutions with stakeholders throughout the entire agri-food chain. FORTUNA focusses on the arable sector, field vegetables and fruits as well as orchards and vineyards and aims to identify knowledge gaps and research needs in pesticide use reduction in these sectors, supporting the EU's Farm to Fork Strategy.

You can learn more about the project consortium [here](#).



Running from January 2024 to December 2026, FORTUNA maps and analyses innovative methods, tools, and mechanisms across biological/ecological, technological, and socio-economic dimensions. The aim is to unveil effective approaches and viable strategies that significantly decrease the reliance on chemical pesticides. In close collaboration with its stakeholders, FORTUNA seeks to identify and understand main knowledge gaps as well as drivers and barriers connected to the identified innovations for pesticide use reduction and sustainable agriculture in Europe. The overarching goal is to secure agricultural competitiveness while steering European agriculture towards significant pesticide use reduction.

You can learn more about the project [goals](#) here and check out the [news](#) tab on our website to be updated on the progress of the project.

Project Progress Update

Since the kick-off meeting on 6-7 February 2024 at the JKI Institute for Strategies and Technology Assessment in Kleinmachnow, much of our work has focused on setting up essential communication channels, including the project website, LinkedIn, and X (formerly Twitter). We've also been liaising with other initiatives, such as the [OPER8](#) project, the [European Research Alliance](#) "Towards

chemical pesticide free agriculture", and the COST Action - "Towards Zero Pesticide Agriculture ([TOPAGRI](#)): European Network for sustainability" to maximize the impact of our findings through sharing insights and coordinating efforts.

As this is the first year of the project, there has been a strong focus on mapping and in-depth analysis of potential innovations to reduce pesticide use, so that our intensive literature review can gather the solid scientific evidence. This forms the foundation for identifying gaps in current knowledge, as well as barriers and drivers influencing the adoption of effective strategies. These strategies are key to significantly reducing chemical pesticide use, paving the way for innovative, pesticide-free farming practices.



We will involve a diverse stakeholder network to verify, complement and assess our results using questionnaires and multi-actor workshops (see below). This approach and further scientific analyses will help us gaining a better understanding and ensures that FORTUNA will deliver viable recommendations on future research needs.

FORTUNA Outreach

Liaising with IPMworks

FORTUNA Project Manager Heike Seybold together with other consortium partners attended the IPMworks final conference 10-12 September 2024 in Minikowo, Poland, hosted by KPODR.

Heike used the opportunity to present the FORTUNA project and promote its goals and objectives. It was also a fantastic chance to establish contact with researchers and advisors across Europe interested in engaging as stakeholders and to connect with related European projects promoting IPM and pesticide use reduction in agriculture.



Photos from IPMworks Event (from the KPODR Website)

OPER8 Cross-Visit in Latvia Showcases Innovative Weed Control Robot

On October 8-9, 2024, the OPER8 project hosted a cross-visit in Sigulda, Latvia, where Federico Leoni represented the FORTUNA project. Participants witnessed cutting-edge technology in weed control, including a robot developed by WeedBot.

This laser-equipped robot distinguishes weeds from crops like carrots, offering an innovative alternative to chemical weeding. Federico presented FORTUNA's objectives, generating significant interest from OPER8 partners. Moving forward, the two projects will collaborate through data sharing and joint research.



Photos from the Oper8 Event

**Save the Date for first
Stakeholder Workshop**

We are excited to announce our first Stakeholder Workshop jointly organized by FORTUNA and the COST action [TOPAGRI](#) (Towards zero Pesticide AGRiculture).

When: 18-19 February 2025

Where: Pisa, Italy

Join us as we explore innovative solutions for pesticide use reduction and engage with key stakeholders in the field of sustainable agriculture. Further details will follow, but please mark your calendars for this important event!

We look forward to your participation.

The workshop is followed by the first FORTUNA Annual Meeting marking an important step in FORTUNA's progress. This event is a great chance for the FORTUNA consortium members to come together, share what we've achieved so far, and to discuss the next steps.



If you want to be sure not to miss out of any project updates, follow us on horizon-fortuna.eu/ and social media!



FORTUNA

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This email was sent to you by Arcadia International (Leader of WP1 and 5 FORTUNA - Dissemination and exploitation, including communication and stakeholder engagement)

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