Disclaimer: This report is part of a project that has received funding by the European Union's Horizon 2020 research and innovation program under grant agreement number 862568.

SPRINT
SUSTAINABLE PLANT PROTECTION TRANSITION

D8.7 Final report on all communication activities performed by the SPRINT consortium

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Executive Summary

SPRINT's communication programme was designed to raise awareness of the project and its relevance to society, strengthen trust in pesticide risk assessment, and build sustained dialogue between science, practitioners and policy. Across the full project lifetime, communication activities were guided by the project's Awareness-raising and Communication Plan (D8.4) and focused on: increasing visibility of SPRINT objectives and outcomes; engaging societal actors and NGOs to understand information needs; translating complex findings into accessible formats for non-specialists; and ensuring inclusive, representative communication across countries and stakeholder groups.

A wide mix of channels and formats was used to reach distinct audiences (citizens/consumers, farming/practitioner communities, policy-makers/regulators, media, and the scientific community). The project website served as the central public repository for outputs and achieved over 219,500 page views since launch, supported by regular updates, newsletters, and dissemination via partner channels. Social media activity was sustained throughout (with LinkedIn proving most effective for professional and policy-relevant audiences), and SPRINT produced substantial reusable content including 32 videos, 10 newsletters (with an average of 2,270 downloads), 14 transition success stories, 26 practice abstracts (via the EU CAP Network), three policy briefs, and a large set of translated fact sheets and summaries designed for non-academic audiences. Public outreach also achieved strong reach through seven project-wide press releases, over 38 media articles, and broadcast engagement (including 11 radio interviews and four TV interviews). Interactive engagement remained central, including high-attendance webinars and major events such as the final conference in Brussels (25 June 2025), which brought together 260+ participants from 40+ countries.

Overall effectiveness against key performance indicators was strong. SPRINT exceeded targets for website engagement (reporting >30,000 interactions/year), event participation (>20 attendees per event), newsletter downloads (>100, achieved by a wide margin), and website document downloads (>100 downloads on average). Social media performance was mixed: LinkedIn exceeded its follower target by nearly 75% (1,743 followers vs 1,000 target), while X (formerly Twitter), Facebook and Instagram did not reach their ambitious follower targets, reflecting broader platform trends and the increasing concentration of professional engagement on LinkedIn. The report also highlights qualitative indicators of communication value, including strong readership for long-form blogs (averaging 3,000+ reads per blog, with one exceeding 35,000 reads) and high engagement with accessible visual communication (e.g., short explainer videos and promoted content).

Communication made a clear contribution to SPRINT's wider impact by improving public understanding of pesticide exposure and risks through balanced, evidence-based messaging; supporting policy visibility through targeted engagement and policy-focused outputs; and strengthening uptake of results by practitioners through practical formats (practice abstracts, success stories, fact sheets) and widely promoted webinars. The consortium also identified important lessons: communicating sensitive findings responsibly requires careful framing to avoid unintended alarm and to reflect scientific uncertainty; maintaining accurate media coverage benefits from proactive engagement with journalists; and communication strategies must adapt over time to changing platform dynamics and external policy contexts. Sustainability has been embedded by securing continued access to core outputs and channels beyond the funded period, including maintaining the project website as a repository for at least five years, keeping video content publicly available, and hosting key materials in stable open-access repositories and sector-relevant platforms to support ongoing reuse in research, policy and practice.

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1 Introduction

The aim of this report is to present an overview of all communication activities undertaken throughout the SPRINT project and to assess the effectiveness of these activities using summary metrics.

Within the EU Horizon framework, communication refers to strategic and proactive activities aimed at promoting the project itself, its objectives, progress, and relevance to society. Communication activities are directed at audiences beyond the project's own scientific community and are intended to raise awareness, support dialogue, and enhance the visibility and societal relevance of EU-funded research. This report documents how SPRINT implemented its communication strategy and reflects on its performance over the project lifetime.

2 Communication objectives and strategy

2.1 Communication objectives

The communication activities undertaken in SPRINT were guided by the Awareness-raising and Communication Plan (Deliverable D8.4). The principal objectives of this plan were to:

- Enhance the visibility of SPRINT project objectives, activities and outcomes, to ensure its reputation as a reliable source of information for policy-makers, regulators and other stakeholders and decision makers.
- Engage with societal actors and non-government organisations to better understand their information needs regarding impacts of pesticides on environmental and human health.
- Raise public awareness of risks and trust in risk assessment processes for pesticides and pesticide use.
- Build a bridge between science, practitioners and policy through continuous dialogue and engagement between individuals involved in the scientific research and individuals involved in PPP risk assessment governance and use of pesticides.
- Foster stakeholder engagement in SPRINT, so that stakeholders can both contribute their knowledge to the research and apply our results in their own activities.
- Provide a practical set of tools and guidelines for project partners, to help them identify and take advantage of the communication opportunities throughout the project's lifetime.
- Deliver gender-balanced, representative, and inclusive information.

2.2 Target audiences

SPRINT communication activities were designed to reach a diverse range of target audiences, reflecting the project's interdisciplinary nature and its relevance to society, policy, and practice. Communication approaches and formats were tailored to the needs and expectations of each audience group. The primary target audiences were:

Citizens and consumers, to raise awareness of pesticide-related risks and regulatory processes to reduce this risk and to support informed public understanding of environmental and human health issues. SPRINT results were communicated to this audience through news and media articles, interviews, blog posts and videos, supporting wider awareness of the project's findings and their societal relevance. We have also reached younger audiences through an animated explainer video aimed at 10-12 year olds.

Farming and practitioner communities, including farmers, advisors, and agricultural stakeholders, to share practical insights, evidence, and examples supporting reduced pesticide use and transition pathways. Our case study workshops and exhibitions at key farming events (e.g., Groundswell in the UK) supported our communication with these groups.

Policy-makers and regulators, at national, EU, and international levels, to ensure visibility of SPRINT findings and their relevance for regulatory frameworks and risk assessment processes. We have produced three policy briefs, held a policy-relevant final conference in Brussels, and engaged in ongoing dialogue with various policymakers throughout SPRINT.

Media and opinion leaders, to amplify project messages and support accurate reporting of SPRINT findings to wider audiences. As shown in D8.6, we have produced a wide range of press releases, radio and TV appearances, engaging with the media with key findings throughout the project.

The scientific community, through high-level, technical and non-technical communication, to increase awareness of project outcomes beyond disciplinary boundaries and to support interdisciplinary dialogue. SPRINT has published over 25 peer-reviewed articles during the project.

3 Branding and visual identity

All communication outputs produced within the SPRINT project adhered to the branding and visual identity guidelines set out in the Awareness-raising and Communication Plan. This ensured a consistent, professional, and recognisable project identity across all communication channels and materials.

In line with Horizon requirements, the EU emblem and acknowledgement of EU funding were included consistently on all communication outputs, supporting transparency and compliance with EU visibility obligations. In addition, communication materials were designed with accessibility and inclusivity in mind. This included the use of clear and non-technical language where appropriate, visually accessible layouts, and inclusive imagery and representations. Where feasible, materials were translated into multiple languages to support broader reach and engagement across different countries and audience groups.

Together, these approaches helped ensure that SPRINT communication outputs were accessible, inclusive, and usable by a wide range of stakeholders beyond the project consortium.

4 Communication channels and tools

4.1 Project website

The SPRINT project website (www.sprint-h2020.eu) has reached all intended audiences throughout the project, as a result of ongoing communication and dissemination activities from UoG and wider partners. - WU has maintained the SPRINT project website content and structure http://www.sprint-h2020.eu/ over the course of the project. The website has formed the main repository for publicly accessible SPRINT outputs and is targeted at all the main stakeholder groups. It contains, for example, the scientific papers and reports of the project, information about the progress and major achievements of the project, newsletters, press releases, a blog page, and announcements of and registration for workshops, conferences and other events. The website also served as a platform for internal data exchange via password-secured access (intranet).

Since its launch in 2020, the website has received over 219,500 page views from visitors worldwide. Approximate visit numbers by reporting period were:

- RP1 (18 months)– 76,000 visits
- RP2 (18 months) – 48,000 visits
- RP3 (12 months) – 35,500 visits
- RP4 (18 months)– 62,700 visits

Website traffic originated from countries across the globe, with particularly strong engagement from Europe, the United States, and South America, demonstrating the international reach of SPRINT's communication activities.

4.2 Social media channels

The SPRINT social media accounts have been one of the main distribution channels for communicating about SPRINT activities and outputs, with LinkedIn engaging more with the scientific, policymaker and

industy stakeholders and the other social media channels with the farmer and citizen stakeholders (see Table 1).

Table 1 SPRINT social media accounts

Social Media	Handle	No. of followers	Targets
LinkedIn	sprint-h2020	1743	1000
X (formerly Twitter)	@SprintH2020	828	2000
Facebook	@SprintH2020	235	500
Instagram	Sprint_eu	283	300

LinkedIn

In total, approximately 180 posts were published on LinkedIn over the project lifetime. LinkedIn proved to be the most effective social media channel for SPRINT in terms of reach, engagement, and relevance to target audiences, particularly policy-makers, researchers, practitioners, and industry stakeholders. The KPI for LinkedIn was exceeded by nearly 75%.

Posts typically reached 400–1,000 users organically, with promoted content achieving substantially higher reach. The animated video presenting SPRINT's key results achieved over 51,000 impressions, demonstrating strong interest in accessible, visual communication of project outcomes.

Engagement data indicate that posts linked to the following performed particularly well (see Table 2):

- high-profile media coverage (e.g. *The Guardian*),
- short explainer videos, and
- policy-relevant findings

Table 2 Number of impressions for some LinkedIn posts

Topic	Link	Impressions (seen by x number of people)
SPRINT animated video of key results (promoted)	https://www.linkedin.com/posts/sprint-h2020_pesticides-pesticides-sustainableagriculture-activity-7345765417023336452-qZpd?utm_source=share&utm_medium=member_desktop&rcm=ACoAADIjPLUBF4RF-7K0rQsB-Iyv_RYQlHdK9nk	51,529
Wristband exposure results in the Guardian	https://www.linkedin.com/posts/sprint-h2020_horizoneu-pesticides-riskassessment-activity-7388530873945722880-V9tW?utm_source=share&utm_medium=member_desktop&rcm=ACoAADIjPLUBF4RF-7K0rQsB-Iyv_RYQlHdK9nk	13,343
SPRINT in NTR video	https://www.linkedin.com/posts/sprint-h2020_pesticides-horizoneu-sustainableagriculture-activity-7346139451879817217-b_sR?utm_source=share&utm_medium=member_desktop&rcm=ACoAADIjPLUBF4RF-7K0rQsB-Iyv_RYQlHdK9nk	3294
SPRINT cited in PAN report	https://www.linkedin.com/posts/sprint-h2020_sustainableagriculture-horizoneu-activity-7394656539342544896-	3463

	2fIR/?utm_source=share&utm_medium=member_desktop&rcm=ACoAADIjPLUBF4RF-7K0rQsB-Iyv_RYQlHdK9nk	

Instagram

In total, approximately 120 posts were published on Instagram. The platform became increasingly important for engaging audiences beyond SPRINT's traditional stakeholder groups, particularly younger audiences and non-specialist publics. Visual storytelling (short videos, field images, infographics) generated the highest engagement. We were close to reaching our ambitious target of 300 followers.

Facebook

Approximately 150 posts were published on Facebook during the project. While engagement levels were lower than LinkedIn, Facebook remained a useful channel for reaching international audiences, particularly outside Europe. The target of 500 followers was not met, reflecting the platform's declining use and reduced growth potential for project accounts.

X (formerly Twitter)

Despite a gradual decline in engagement in later reporting periods, reflecting broader platform trends, X remained useful for real-time dissemination, engagement with journalists, and interaction with EU-level policy discussions earlier in the project. However, as use of the platform declined, the ambitiou target of 2,000 followers was not reached.Table 3 below displays some of the earlier tweets and data of some of the more recent prominent tweets, highlighting the different levels of engagement.

Table 3 Data on some prominent X posts (tweets) during the project

Topic	Impressions (seen by x number of people)
Reporting period 1-3	
SPRINT research paper: Glyphosate in European rivers	9711
New SPRINT research: pesticide mixtures widespread in environment	5350
SPRINT research on pesticides in rural homes	3487
New factsheet: Hidden impacts of Glyphosate on microbes and health	2300
SPRINT symposium: Innovaties in de Landbouw	1921
New factsheet: Impact of pesticide residues on human health	1369
New paper: Does #pesticide use in agriculture present a risk to the terrestrial biota?	1563
Check out our 11 case studies across Europe & in Argentina! Recap of sprint working area and objectives.	1531
This vineyard in Stellenbosch has found a unique way of reducing their reliance on #pesticides: Indian runner ducks!	1457
New paper: whilst #pesticide drift mitigation measures reduce contamination of non-ag areas, hazards to humans and the environment remain	1435
New factsheet: Do synthetic pesticides affect our behaviour?	1219
EU withdrawal from SUR proposal – a statement from SPRINT	1184
New factsheet: Pesticide residues in water systems	1084
Paper: Pesticide residues in water bodies	1057
SPRINT success stories	1024
New paper summary: Pesticides in household dust	1000

Reporting period 4	
SPRINT 3-minute animated explainer video	392
Pesticides and human gut health: SPRINT webinar	234
New SPRINT newsletter (Dec 2024)	410
SPRINT at UN science summit 2024	312 + 542 (two separate posts on the same topic)
Paul Scheepers on Dutch TV show, 'Radar' – pesticides in flowers	171
SPRINT webinar on indoor house dust	121
SPRINT advertisement about the UN Science Summit	107

4.3 Audio-visual materials

4.3.1 Videos and animations

In total, 39 videos were produced over the course of the SPRINT project and are publicly available via both the project website and the SPRINT YouTube channel (see Table 4 for a selection of videos). These audio-visual materials were used to communicate key project messages to diverse audiences, including the general public, practitioners, policy-makers, and stakeholders, using accessible and engaging formats.

The video portfolio included animated explainers, recordings of major project events, short interviews and field-based case studies, stakeholder-focused content, and the 'Ask the Author' webinar recordings. Animated videos and short explainers were particularly effective in communicating complex scientific concepts, while field-based videos and success stories helped illustrate practical transition pathways and real-world experiences. Gender representation was considered, with many of the videos containing recordings from women.

Engagement metrics indicate sustained interest across the video content, with higher view counts observed for short animated explainers and videos addressing human and environmental exposure. Several videos continue to accrue views over time, reflecting their ongoing relevance beyond the immediate project activities.

Table 4 SPRINT Key Videos on YouTube channel

Video title	**No. of views**
Animated video. Pesticide research from SPRINT: human and environmental exposure (promoted)	3,834
SPRINT animated explainer video	2986
UN Science Summit 2023	508
Shaping the Future of Sustainable Plant Protection: SPRINT Final Conference	360
View from the farm: Oma Jola's olive oil farm, Croatia	323
Ask the Author: Pesticides in soils	259
Reducing pesticide use in viticulture: Providing advice to vineyards in Bairrada, Portugal	221
Ask the Author: Pesticides and human gut health	208
Switzerland SPRINT monitoring team	193
UN Science Summit 2024	190
Stakeholder Introductory Event	174
View from the farm: Čehić family farm, Croatia	167

View from the field: Slovenian dairy farmer explains their transition away from pesticide reliance.	156
Sprint posters: Interactive effects of multiple pesticides on soil microorganisms and glyphosate breakdown	136
Ask the Author: Pesticides and soil microorganisms	126
Sprint posters: The effects of pesticide mixtures on beneficial non-target arthropods	118
Ask the Author: Pesticides and indoor house dust	115
Ask the Author: Pesticides and sediments	99
View from the field: Slovenian livestock farmer provides an overview of their transition away from pesticide use.	94
Organic wine production in France	87
View from the farm: Organic vineyard, Chateau Coutet, St Emilion, France	84
Do pesticides harm your health? A scientist explains	73
Reducing pesticide use in viticulture. Wine production in Bairrada, Portugal	54
Ask the Author: Sprint's key findings, recommendations and resources	65
What Happens When Pesticides Mix? A Story of Worms, Bees and Mites	15
The SPRINT Toolbox webinar	25

4.3.2 Infographics:

Summary fact sheets and blog posts incorporated a range of infographics developed specifically to support clear and accessible communication with non-specialist audiences. These visual elements were used to distil complex information, highlight key messages, and improve readability, thereby increasing the effectiveness of the materials for awareness raising and public engagement.

4.4 Print and digital communication materials

4.4.1 Generic project leaflets

A trifold A5 leaflet describing the SPRINT project was produced in English in Month 2 and translated into 10 other languages. All project partners distributed the leaflets widely in both electronic and hard copy formats to raise awareness and disseminate general information about the project.

4.4.2 CSS project information brochures

Eleven information brochures was prepared for each CSS to assist in the recruitment of stakeholder participants. Each brochure was tailored for individual CSS and were used by case study partners to inform potential participants (farmers, neighbours/non-farmers) about the project, the benefits of taking part, and participation requirements.

4.4.3 Report summary fact sheets

Technical deliverable reports were translated into 8 report summary fact sheets that contained simplified text and graphics to make them more easily accessible to a non-scientific audiences. These are accessible by links on the website and in the Zenodo repository (https://doi.org/10.5281/zenodo.18305346). These fact sheets were disseminated widely in printed forms at events and widely circulated via our webinars and social media channels.

4.4.4 Journal papers summary fact sheets

To ensure that the results from the SPRINT journal publications achieved a wide reach beyond the scientific community, 13 of the key SPRINT peer-reviewed scientific papers have been produced as summaries using simple graphics and texts. Eleven of these fact sheets were also translated into additional languages to further support dissemination across Europe. These fact sheets were disseminated widely in printed forms at events and widely circulated via our webinars and social media channels. They are available for download from the website and via Zenodo (https://doi.org/10.5281/zenodo.18305181).

4.4.5 Transition success stories

In total, 14 success stories were produced of initiatives that had reduced their use of pesticides, with translations into other languages available. These were distributed via in-person events, and digitally through webinars. They are available for download from the website and are held in the Zenodo repository (http://doi.org/10.5281/zenodo.18312303).

4.4.6 Practice abstracts

Details of the SPRINT outputs of interest to practitioner audiences were summarised into 26 practice abstracts and are available via the EU CAP network website (Table 5).

Table 5: Practice abstracts on the EU CAP network database

A global review of pesticide monitoring in agricultural soils
A field study protocol for collecting human and environmental data on pesticide use in Europe and Argentina
A Diverse Landscape Approach for Sustainable Farming in Europe
Pesticide residues with hazard classifications relevant to non-target species including humans are omnipresent in the environment and farmer residences
Airborne Pesticide Exposure in Rural Areas: Detected pesticides linked to environmental toxicity
Occurrence of pesticide residues in indoor dust of farmworker households across Europe and Argentina
Pesticide levels in doormats and house dust close adjacent to treated fields: Exposure levels and determinants of occurrence
Exploring Alternatives to Synthetic Pesticides: Insights from Crop Protection Strategies across Farms in Europe and Argentina
Silage Maize Production in Slovenia: Farm-Level Impacts of Pesticide Reduction Strategies
Organic Dairy Production in Slovenia
Sustainable Fruit Production in Slovenia
Fruit Production in Switzerland: Farm-Level Impacts of Pesticide Reduction Strategies
Vineyards in France: Farm-Level Impacts of Pesticide Reduction Strategies
Minimising Pesticide Use in French Vineyards
Reducing Pesticide Use to Protect Water in France
Glyphosate breakdown and implications for microbial health
Pesticide Residues in European Sediments: Implications for Aquatic Environments
A Master's Degree on Organic Production in Italy
Citizen Land Cooperatives for Sustainable Farming in the Netherlands
Collaborative Control of Potato Blight in Denmark
Developing direct and indirect exposure estimates for pesticide mixtures relevant to environmental, plant, human, and animal health.
Impacts of a commonly used pesticide, Glyphosate, on the microbial communities in plants, animals and humans
Introducing the SPRINT toolbox for undertaking holistic assessment of the impacts of pesticides on human, environmental, and livestock health.
Pesticide lock-in and barriers to transition towards sustainable plant protection
Pioneering Sustainable Agriculture in Switzerland
Promoting Biodiversity in Czech Agriculture

4.4.7 Policy briefs

Three policy briefs were produced focused on communicating the results of the SPRINT policy work to policy-makers. The three policy briefs are:

- Using the CAP to Reduce Pesticde Dependence: Creating the Conditions for Structural Change
- Transitioning away from pesticide dependency: EU policy recommendations
- Strengthening Pesticide Risk Assessment to Protect Human Health and the Environment: Lessons from SPRINT on improving pesticide pre-market testing and post-market surveillance

These policy briefs are available for download from the website and the Zenodo repository and were promoted through out social media accounts and have been directly sent to targeted policy-makers through a SPRINT policy package.

4.4.8 Project newsletters

In total, 10 newsletters were produced over the project period. These were circulated widely using the newsletter subscribers list of 927 subscribers, the stakeholders signed up to the stakeholder platform, and via social media (X, Facebook and LinkedIn). As Table 6 shows, each newsletter was downloaded from the website over 1,500 times.

Table 6 Sprint newsletters

Newsletter date	Downloads from website
SPRINT Newsletter 1 -December 2020	(not recorded)
SPRINT Newsletter 2 -September 2021	2295
SPRINT Newsletter 3 -March 2022	2105
SPRINT Newsletter 4 - November 2022	2269
SPRINT Newsletter 5 - June 2023	2238
SPRINT Newsletter 6 - December 2023	3393
SPRINT Newsletter 7 - June 2024	1954
SPRINT Newsletter 8 - December 2024	1564
SPRINT Newsletter 9 - June 2025	2862
SPRINT Newsletter 10 – February 2026	(forthcoming)

4.5 Media and public outreach

4.5.1 Press releases and news articles

In total, 7 project-wide press releases were prepared, translated by partners and distributed through local and national media outlets. These press releases generated considerable media interest:

- Press release for the launch of the project was prepared and distributed in September 2020 "Accelerating the transition towards sustainable pest control in agriculture - - introducing the SPRINT project".
- Press release released to coincide with World Microbiome Day in June 2021. "Assessing pesticide impact on overlooked microbiomes".
- Press release aimed at promoting the joint SPRINT/FAO awareness raising event
- Press release on SPRINT participation in UN Science Summit UNGA78 session in September 2023.
- Press release due to new publication on glyphosate and the microbiome "Good Gut bacteria affected by low levels of glyphosate"
- Press release on SPRINT Silva et al (2023) paper "New Research Reveals Pesticide Mixtures Widespread in Environment, Urging Enhanced Regulatory Measures".
- Press release on SPRINT Navarro et al. (2023) paper "New Research Reveals Widespread Presence of Pesticides in Indoor Environments".

During the project, SPRINT was featured in over 38 media articles across online and print outlets at national and international levels. Media coverage included specialist agricultural and environmental media, mainstream newspapers, and online news platforms.

Stories were also directly pitched to individual publications. This resulted in coverage in the Guardian (October 2025) on wristband exposure results which substantially increased public visibility of SPRINT findings and drove high engagement across social media channels. In June 2025, the project caught the attention of Dutch paper de Volkskrant, and its research made front page news: European research: citizens around farms in contact with more than 100 pesticides

Some of these articles have been in conjunction with video or radio interviews, bringing the content to audiences with different news consumption preferences. Links to SPRINT related news articles are presented in Annex 1.

4.5.2 Interviews and broadcast media

During the project SPRINT also received media attention through radio and TV interviews. Partners talked about SPRINT in 11 radio interviews, 4 TV interviews (including a YouTube documentary about the project that attracted over 138,000 views and nearly 400 comments in 2025) and 1 quiz. Details of these media interviews can be found in Annex 2.

4.5.3 Blogs

Blogs were used as a core communication tool to translate complex scientific findings into accessible narratives for non-specialist audiences. Topics were selected based on:

- policy relevance,
- public interest,
- emerging media debates, and
- major SPRINT outputs.

Blogs were written in clear, non-technical language and frequently included infographics or illustrative examples. They were hosted on the SPRINT on a dedicated blog page on the website and promoted via LinkedIn, X, Facebook, and the project newsletter. Several blogs were also shared by partner organisations, further extending reach.

Blog performance indicates strong public interest, with an average of over 3,000 reads per blog and one blog exceeding 35,000 reads (see Table 7). This demonstrates the effectiveness of blogs as a long-form communication channel for awareness raising and public engagement.

Table 7 Blogs with number of reads

Blog title	Reads
Agricultural pesticide use in Argentina: The extent, the risks, and the challenges	36,910
Plant protection products: The what, the why and the how	17,224
Pesticide residues in indoor house dust: key recommendations for minimising exposure	11,759
Pesticides and Human Health: an Overview	9,895
Pesticide residues hiding in house dust	5,705
The UK governments' decision to allow the emergency use of a neonicotinoid: unravelling the complexities	3,969
Integrated pest management (IPM) in practice: an overview	3,988
How many pesticides contaminate farmers' homes and the environment?	3,852
When medicine feeds the problem: Are pesticides feeding crop pests?	3,532
How and why SPRINT are studying microbiomes	3,293
Could pesticides affect your gut health?	forthcoming
Pesticides and gender: are the risks different for men and women?	forthcoming

4.6 Communication at events

4.6.1 Public webinars and outreach events

Throughout the project a number of public webinars and outreach events were organised at the project level and national levels, in addition to the participant stakeholder workshops.

Stakeholder Introductory Webinar: On the 22 June 2021 WP8 facilitated a 2 hours webinar with presentation from project partners to introduce the project and to kick-off our exchange with stakeholders. The webinar involved four breakout groups using Miro boards and mentimeter polls to discuss specific themes related to: pestcidie impacts on human health; pesticide impacts on environmental health; designing the Global Health Risk Assessment toolbox; transition pathways towards reduced use and risk of pesticides. The webinar was attended by 120 participants with lively discussions in the breakout groups.

SPRINTXFAO webinars: SPRINT co-hosted a global webinar on 11th May 2022, with over 120 attendees from around the world. Attendees came from a range of backgrounds, including international organisations, governmental bodies, non-governmental organisations, academia, and the private sector. The level of engagement from the audience and number of questions asked was good, indicative of the level of global public interest in our work

A second webinar was held on 26 February 2026 with FAO staff working on the FAO Pesticide Registration Toolkit. The webinar aimed to familiarise the FAO team with the SPRINT Toolbox's functionality and to assess its applicability to FAO's work.
2nd Stakeholder Webinar: This webinar was focused on sharing the first results from the pesticide residue monitoring campagin and the SPRINT work on the lock-ins and barries to pesticide reduction. The event was attended by 94 participants with a lively discussions. A recurring concern was how to interpret residue detections without overstating their significance, with a broader debate about precaution, proportinality and uncertainty. There was strong interest in mixture toxicity as a critical but under-researched area. There was broad agreement that transition is complex, uneven, and system-dependent, with tensions highlighted between structural constraints and farmer agency. There was a strong call for broader geographical inclusion from African participants and equity. Finally, several comments stressed the need for responsible but courageous communcation.

Ask the Author webinar series: To promote the SPRINT results to a wider audience, a series of seven one-hour lunchtime webinars were organised (Table 8). Each webinar featured an author of a SPRINT peer-reviewed paper presenting their findings, alongside another scientist whose work explored the same topic. Following the presentations, the audience had the opportunity to ask questions and engage in discussion. This format facilitated knowledge exchange and encouraged broader engagement with the research outcomes. Attendance ranged from 45 to 100 participants per session. The events were widely promoted through our social media channels and were recorded to support wider dissemination.

Table 8 Ask the Author webinars

Webinar title
SPRINT Ask the Author webinar: Pesticide residues in European sediments (2024)
SPRINT Ask the Author webinar: Pesticide residues in agricultural soils (2024)
SPRINT 'Ask the Author' webinar: Pesticides and soil microorganisms
SPRINT ask the Author webinar: pesticides in indoor house dust (2025)
SPRINT 'Ask the Author' Webinar (2025): Pesticides and Human Gut Health
SPRINT 'Ask the Author' webinar: pesticides in indoor house dust (2025)

SPRINT 'Ask the Author' webinar: SPRINT's key findings, recommendations and resources

Final conference: The SPRINT final conference, 'Shaping the Future of Sustainable Plant Protection', held on 25 June 2025 in Brussels, with online participation available. The conference brought together over 260 participants from more than 40 countries. The morning sessions focused on key evidence generated over the project's five-year duration, particularly relating to pesticide exposure, environmental and human health impacts, and associated recommendations for regulatory reform. Contributions from speakers representing the European Commission, EFSA, and academic institutions highlighted the need for improved risk assessment methodologies, strengthened monitoring frameworks, and greater integration of real-world data into EU policy and regulatory processes. The afternoon session focused on supporting the transition towards reduced pesticide use. It highlighted tools to inform and support policy-making, evidence on the costs and benefits associated with pesticide use, and insights from initiatives that have successfully implemented reductions in pesticide dependency. The session also presented recommendations for the development of transition pathways towards more sustainable plant production systems.

4.6.2 Participation in external events

SPRINT partners participated in over 16 external events that were were focused on non-scientific audiences, such as with industry, policymakers, and general public (See Table 9).

Table 9 SPRINT partners participation in external non-scientific events

Event	Name	Date	Other comments
Presentation to the Higher Institute of Teaching and Technical Training (ISFDyT N° 33. Tres Arroyos)	Virginia Carolina Aparicio - Gustavo Giaccio (INTA)	01/11/2020	Raised awareness about the project
European Corner of the European Researchers' Night	Neus González	24/02/2021	Infography about the SPRINT Project
Presentation on SPRINT to the community of Benito Juarez (applicators, producers, neighbors, doctors, INTA, municipal representatives, etc.)	Virginia Aparicio / Claudia Ischia (INTA)	17/08/2021	Virtual meeting
Leaflet distribution and film screening	Charlotte Chivers, (CCRI)	06/01/2022	Film screening, discussion panel, leaflet distribution
Oral presentation at AGRA 2023	Matjaž Glavan, UL	28/08/2023	https://www.eitfood.eu/events/sustainable-pesticide-use-without-compromising-agricultural-production-potential-awareness-event-in-slovenia
Round table conversation: Oral discussion on How We Can Live Well in a Permanently Polluted World?	Dennis Knuth, WU	05/06/2023	https://www.wur.nl/en/value-creation-cooperation/collaborating-with-wur-1/in-dialogue-finding-answers-together/wageningen-dialogues.htm
Presentation of SPRINT at Rabobank	Paula Harkes, WU	24/05/2023	
Oral presentation in European Parliament: Hearing of Save Bees and Farmers European Citizen Initiative	Violette Geissen, WU	24/01/2023	https://www.savebeesandfarmers.eu/eng/news/official-hearing-brussels-highlights/
Oral presentation at VitiREV project seminar	Mathilde Bureau, UBORDEAUX	27/01/2023	

Presentation to DG Sante with PARC project	Paul Scheepers (SRU)	17/01/2025	
Presentation to the European Parliament on SPRINT results	Violette Geissen (WU)	04/03/2025	Towards a just transition: IPM, biocontrol and the path beyond pesticides
Participation in EU JRC workshop on soil literacy	Charlotte Chivers (UoG)	11/03/2025	Participation in a workshop on soil literacy, referred to SPRINT soil-related findings and how they could be disseminated to boost literacy in the EU
Lunch lecture at the Louis Bolk Institute	Paula Harkes (WU)	25/03/2025	Lecture (45min) about SPRINT and results. Their work at LBI is applied and participatory—meaning they often co-create research with farmers, practitioners, or communities. They wanted to know more about SPRINT and possible opportunities to collaborate
Presentation on Food4Sustainability webinar series	Vera Silva (WU)	17/04/2025	Presentation on Food4Sustainability webinar series - Insights of SPRINT project
Presentation at FAO webinar	Violette Geissen and Vera Silva	26/6/25	Harmonising action on pesticide residues in soils through tools, data and capacity building
Stand at Groundswell Regenerative agriculture show	Jane Mills (UoG)	2-3/07/2025	Sharing summary fact sheets, transition success stories and Final results magazine with farmers

5 Assessment of communication effectiveness

Overall, SPRINT's communication activities were effective in reaching and engaging diverse target audiences, as evidenced by strong website traffic, high engagement on LinkedIn, substantial attendance at webinars and events, and widespread media coverage.

Table 10 compares SPRINT communication activities against the key performance indicators targets, as set out D8.4 SPRINT Awareness-raising and Communication Plan.

Table 10: SPRINT targets achieved against D8.4 KPIs

Communication tool	**KPI**	**Achieved indicators**
Website	Min 1000+ interactions/year	>30,000 interactions/year
Social media followers	Twitter: 2000 Facebook: 500 Instagram: 300 LinkedIn: 1000	Twitter: 828 Facebook: 235 Instagram: 284 LinkedIn: 1743
Events	15-20 attendees/event	>20 attendees per event
Newsletter downloads	>100 downloads	Average newsletter downloads: 2270
Website document downloads	Min 100+ downloads on average	>100 download on average

Key indicators of effectiveness include:

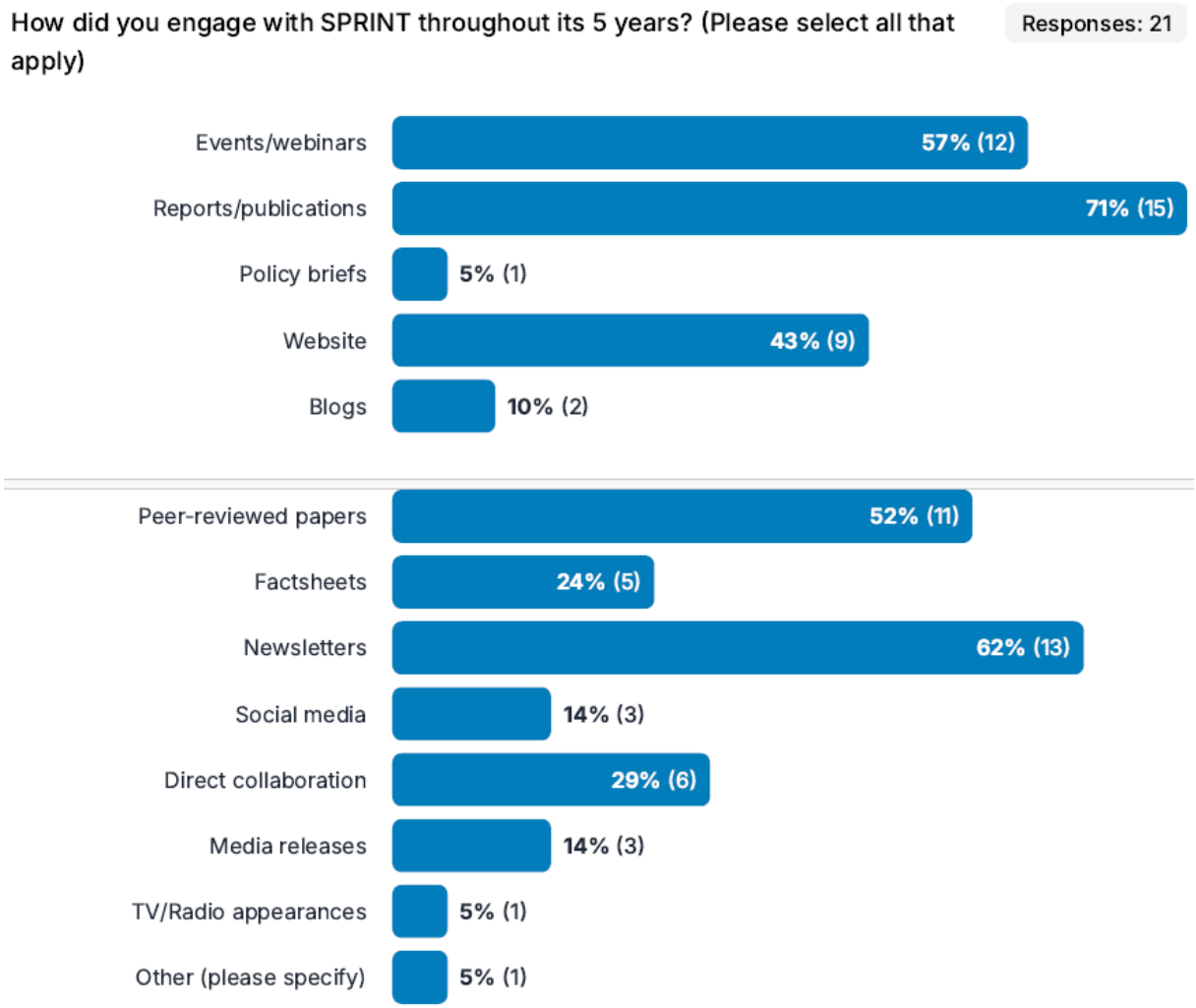
- Sustained website use, with over 219,500 page views across the project lifetime and more than 30,000 page views per years.
- Strong engagement from policy-relevant audiences, particularly via LinkedIn and targeted events.
- High attendance and interaction in public webinars, demonstrating meaningful two-way engagement.

- Wide dissemination of outputs through practice abstracts, fact sheets, and CAP Network channels, ensuring uptake by practitioner audiences.
- Substantial public reach, reflected in blog readership and mainstream media coverage.

The diversity of communication formats, ranging from technical summaries to videos, blogs, and face-to-face engagement, allowed SPRINT to tailor messages effectively to different audiences while maintaining consistency and scientific integrity.

Evaluation polls were undertaken during some SPRINT events, generally to gauge overall satisfaction. Additionally, an 'end of project' evaluation survey was distributed during the final week of the project. The responses (21) revealed SPRINT outputs were not only accessed passively, (via, for example, publications) but also through collaboration and policy-facing formats (see Figure 1). An average of 8.24 out of 10 respondents regarded the outputs delivered as useful. Other responses suggested that the outputs had shifted thinking towards cumulative, system-level and chronic exposure perspectives and have been actively used in research, teaching, policy discussion, advisory practice and advocacy

Figure 1 End of project evaluation survey



6 Contribution of communication to project impact

SPRINT built a shared understanding of the socio-ecological implications of pesticide use by translating complex findings into accessible materials and creating spaces for dialogue through webinars and case study engagement. This helped diverse stakeholders, such as citizens, farmers, advisors, researchers and policy actors, connect evidence on exposure pathways with wider environmental and health consequences (including residues beyond fields, persistence and mixture effects), supporting more informed discussion, networking and practical uptake of results.

6.1 Public awareness

SPRINT's communication activities supported public awareness by presenting complex research findings on pesticide exposure and impacts in a transparent, accessible, and balanced manner. Blogs, videos, webinars, and summary fact sheets translated peer-reviewed evidence into non-technical formats suitable for non-specialist audiences. High levels of engagement with blogs, explainer videos, and webinars indicate strong public interest in credible, evidence-based information.

Interactive formats, particularly the Ask the Author webinar series, enabled direct dialogue between researchers and the public, allowing uncertainty, limitations, and differing interpretations to be openly discussed. Media coverage in mainstream outlets further extended reach while careful framing ensured that communication supported informed understanding rather than sensationalism, thereby reinforcing trust in scientific processes and risk assessment.

6.2 Case study stakeholders' awareness and impact

During the final stakeholder workshop, the case study stakeholder participants were asked to reflect on the insights and benefits they had gained from participation in the project and any changes they had made as a result of the project findings.

Stakeholders described their participation in SPRINT as "informative" and "eye-opening", with many highlighting that the project strengthened their understanding of pesticide exposure pathways and the environmental and health implications of different pesticide-use strategies.

A particularly prominent insight was that pesticide contamination can extend well beyond the field. Several stakeholders were surprised by findings relating to indoor/household dust, the persistence of residues (including banned substances), and the potential importance of mixture effects, all of which challenged assumptions about where exposure occurs and who may be affected.

Across the stakeholder groups and case study sites, the main reported benefits included access to robust scientific evidence and practical materials (e.g., factsheets and presentations), improved ability to contextualise national results within a wider European picture, and valuable networking and dialogue between farmers, advisors, researchers and regulators.

In terms of changes made (or planned), stakeholders reported concrete behavioural and practice shifts: farmers/consumers indicated intentions to use fewer synthetic pesticides and to reduce household insecticide use; some participants planned practical on-farm adjustments such as group-based pest monitoring, reducing copper through changes to timing and dose, mulching, and stopping glyphosate use.

Beyond practice change, SPRINT evidence was also being embedded in wider knowledge exchange and capacity building, for example, a frequently reported outcome was the incorporation of SPRINT factsheets/examples into student training modules (reported by 15 stakeholders), indicating direct legacy and uptake of project outputs beyond the workshops.

6.3 Policy visibility

Communication activities significantly enhanced the visibility of SPRINT findings among policy-makers and regulators. Targeted use of LinkedIn, policy-focused webinars, and participation in high-level forums (including the European Parliament, DG SANTE, EFSA, FAO, and the UN Science Summit) ensured that key results reached relevant decision-making audiences. The final SPRINT conference in Brussels provided further policy visibility.

SPRINT engaged directly with the European Food Safety Authourity (EFSA) in a dedicated meeting in March 2025 to discuss the regulatory relevance of project findings for PPP risk assessment. The exchange provided an opportunity to present key insights and to receive feedback from EFSA scientists (96 EFSA Staff from relevant divisions) on how the results could inform regulatory practice. As part of developing transition pathways, SPRINT researchers also conducted structured consultation interviews in 2022 with representatives of DG SANTE and DG Environment to explore regulatory needs, identify policy-relevant knowledge gaps, and discuss how project findings could support ongoing EU pesticide policy processes.

Concise communication materials, such as three policy briefs, summary fact sheets and practice abstracts, supported the accessibility of evidence for policy use and positioned SPRINT as a credible and authoritative source of information for regulatory and governance discussions. SPRINT also contributed directly to EU policymaking through a formal submission to the European Commission's 2021 public consultation on the Sustainable Use Directive, ensuring that project insights informed the evaluation and revision process. In addition, SPRINT researchers also analysed responses to an EU public consultation on pesticide use to better understand how pesticide narratives are navigated by a wide range of stakeholders.

In February 2024, following the European Commission's withdrawal of the proposed Sustainable Use Regulation (SUR), the SPRINT consortium issued a public statement underlining the continued and urgent need to reduce the use and risks of synthetic pesticides. Drawing on SPRINT's evidence of widespread pesticide mixtures detected in environmental and human samples, the statement contextualised the project's results within ongoing EU policy discussions. In doing so, SPRINT contributed evidence to the broader regulatory debate at a time of significant policy developments.

6.4 Uptake of dissemination and exploitation outputs

Communication activities were closely aligned with dissemination and exploitation objectives, supporting uptake of SPRINT outputs by practitioners, stakeholders, and policy audiences (see D8.6 for further details). Practice abstracts, translated fact sheets, and transition success stories were designed to lower barriers to access and use, particularly for non-academic audiences.

Webinars, newsletters, social media posts, and the project website acted as gateways to more detailed outputs hosted on the website and Zenodo, helping to direct users towards practical tools, guidance, and evidence.

6.5 Synergies with dissemination and exploitation activities

Strong synergies were achieved between communication, dissemination, and exploitation activities. Communication channels were used strategically to promote dissemination outputs, contextualise exploitation tools, and reinforce key messages on transition pathways and risk assessment.

Through sustained engagement with stakeholders and policy actors, communication activities also supported longer-term exploitation by building relationships, enhancing visibility and understanding of how SPRINT outputs can be applied beyond the project lifetime.

7 Lessons learned and good practices

7.1 What worked well

Several communication approaches proved particularly effective. Blogs and the 'Ask the Author' webinar series achieved consistently high levels of engagement, demonstrating strong interest in accessible explanations of SPRINT's scientific findings and opportunities for direct dialogue with researchers. These formats were especially effective in supporting transparency, trust, and two-way communication.

Social media played an increasingly important role in disseminating project outputs and promoting events. LinkedIn emerged as the most effective platform for reaching policy-makers, practitioners, and professional stakeholders, delivering strong reach and engagement, particularly for videos, media coverage, and policy-relevant content.

The production of diverse communication materials (fact sheets, videos, practice abstracts, success stories) allowed messages to be tailored to different audiences, supporting both broad awareness raising and targeted dissemination.

7.2 Challenges encountered

A key challenge was communicating complex and sometimes sensitive findings related to pesticide exposure and health impacts in a responsible and balanced way, without oversimplifying uncertainty or creating unintended alarm. This required careful framing and coordination between scientific and communication teams.

A further challenge was ensuring that media coverage accurately reflected the nuance and limitations of SPRINT's scientific findings, particularly for topics with high public sensitivity such as pesticide exposure and health impacts. Considerable effort was required to support responsible reporting and to reduce the risk of oversimplification or sensationalisation, through careful framing of press releases, provision of clear contextual information, and close engagement with journalists.

Engagement on X (formerly Twitter) declined over time, reflecting wider platform trends, which reduced its effectiveness as a communication channel in later reporting periods. Maintaining audience attention across a multi-year project also required ongoing effort and refreshment of content and formats.

In addition, the withdrawal of the proposed EU Sustainable Use Regulation during the project reduced policy momentum around pesticide reduction, making it more challenging at times to position project findings within an active legislative process.

7.3 Adaptations during the project

The project began during the COVID-19 pandemic, requiring all early communication and engagement activities, including the project kick-off meeting and initial stakeholder engagement, to take place remotely. In response, SPRINT rapidly adapted by prioritising online formats such as webinars, virtual workshops, and digital communication materials. These approaches proved effective and were retained even after restrictions eased, allowing wider international participation.

8 Sustainability of communication beyond the project

8.1 Maintenance of communication channels

Key communication channels established during the SPRINT project will be maintained beyond the project lifetime. This will be coordinated by WU and financially secured at the end of the project timeline. The project website will remain active and accessible for a minimum of five years, continuing to serve as a central repository for public-facing outputs, including reports, fact sheets, blogs, and event recordings. Project videos and animations will remain publicly available via the SPRINT YouTube channel, ensuring continued access to audio-visual content.

While active posting on all social media platforms may not be sustained at the same level post-project, existing social media accounts, particularly LinkedIn, will remain visible and continue to provide access to archived content and links to key outputs. This will be coordinated by CCRI and WU.

8.2 Continued use of communication materials

Communication materials produced during the project, including summary fact sheets, journal paper summaries, practice abstracts, success stories, videos, and blogs, have ongoing relevance and are designed for reuse beyond the project duration, including as teaching materials. All SPRINT fact sheets have been uploaded to the open-access Zenodo repository, ensuring their long-term availability, citability, and reuse in line with open science principles.

Many materials are also accessible via the project website and external platforms such as the EU CAP Network, supporting continued dissemination to practitioner and policy audiences.

This will be secured via previously established bridges with other plant protection cluster projects, and other ongoing partnerships, integration into new projects, potentially advisory roles etc.

8.3 Legacy value of communication outputs

SPRINT's communication outputs provide a lasting legacy by capturing the project's key findings, tools, and lessons in formats accessible to diverse audiences. The combination of written, visual, and audio-visual materials supports long-term knowledge transfer and continued engagement with stakeholders beyond the funded period.

By maintaining core communication channels and hosting materials on stable open-access repositories, SPRINT ensures that its communication outputs remain accessible and relevant, supporting future research, policy discussions, and practical application related to pesticide risk assessment and sustainable plant protection.

9 Conclusion

Overall, SPRINT delivered a coherent, inclusive and evidence-led communication programme that successfully raised awareness of the project and supported meaningful dialogue across citizen, practitioner, scientific and policy communities. Strong performance across the website, LinkedIn, webinars, blogs and media engagement demonstrates that complex messages on pesticide exposure, mixture effects and transition pathways can be communicated responsibly while maintaining scientific integrity and transparency about uncertainty. Although engagement varied across platforms over time, the breadth of outputs produced, translated fact sheets, practice abstracts, videos, success stories and policy briefs, has created a durable body of open-access resources and strengthened relationships that will continue to inform research, practice and regulatory discussions beyond the funded period. With core channels and repositories maintained after project end, SPRINT's communication legacy is well positioned to support continued uptake of its evidence base, tools and recommendations for more sustainable plant protection.

Annex 1 SPRINT-related news articles

Table 1A – SPRINT related news articles

Type of activity	Name	Date	Details
Local news article (from launch press release)	Virginia Carolina Aparicio (INTA)	01/09/2020	Awareness-raising news article and TV interview
Newspaper	Virginia Carolina Aparicio (INTA)	01/09/2020	Awareness-raising news article
Local news article (from launch press release)	Virginia Carolina Aparicio - Gustavo Giaccio (INTA)	01/09/2020	TV interview about the launch of SPRINT in Argentina
Local news article (from launch press release)	Virginia Carolina Aparicio - Gustavo Giaccio (INTA)	01/09/2020	Awareness-raising news article
News article	Josefina Contreras et al. (UPCT)	17/09/2020	
Several articles in agricultural media	Jakub Hofman (RECOTOX)	30/11/2020	Raising awareness about the project
News articles	Violette Geissen et al (WU)	13/12/2020	Raising awareness about the project
Article and video	Vivi Schlunssen (AU)	10/02/2021	Article and video to raise awareness about EU projects and collaborations and what projects can be derived from such collaborations.
New article in agricultural press	Jane Mills and Charlotte Chivers (CCRI)	12/06/2021	News article in Agriland
News article in La Vaca	Virginia Carolina Aparicio - Gustavo Giaccio (INTA)	29/06/2021	National newspapers
Magazine article	Jane Mills and Charlotte Chivers (CCRI)	07/07/2021	Magazine article in Open Access government
News article	Igor Pasković (IPTP)	18/09/2021	Local newspaper
News article	Virginia Carolina Aparicio - Gustavo Giaccio (INTA)	07/11/2021	local newspaper
News article	Virginia Carolina Aparicio - Gustavo Giaccio (INTA)	28/11/2021	local newspaper
News article	Virginia Carolina Aparicio - Gustavo Giaccio (INTA)	11/12/2021	local newspaper
News article	Juan Erreguerena (INTA)	31/12/21	Vision Rural

News article	Luciana Rosende (INTA)	01/01/2022	national newspapar
News article	Lola López (INTA)	16/1/2022	national newspaper
News article	Igor Pasković (IPTPO)	2/092020	local newspaper
News article	Joana Díaz (IISPV)	05/04/2020 & 05/04/2020	Press release on GO HERO website
Piece on pesticides on Dutch TV EenVandaag (also a news article)	Violette Geissen + Paula Harkes (WU)	02/02/2023	Short overview of dust results https://eenvandaag.avrotros.nl/item/in-huisstof-op-boerderijen-zitten-grote-aantallen-bestrijdingsmiddelen-blijkt-uit-nieuw-onderzoek/
Piece on pesticides on Dutch TV EenVandaag (also a news article)	Farmers CSS9 + Paula Harkes (WU)	02/02/2023	Opinion of farmers on dust results of SPRINT https://eenvandaag.avrotros.nl/item/boeren-derk-en-jan-willem-verrast-door-aangetroffen-bestrijdingsmiddelen-in-huis-het-is-wel-de-plek-waar-je-dagelijks-verblijft/
News article	Violette Geissen + Paula Harkes (WU)	09/02/2023	Dutch local news article after stakeholder workshop https://www.biojournaal.nl/article/9502422/met-dit-onderzoek-kom-je-waarschijnlijk-verder-dan-de-modellen-die-nu-gebruikt-worden/#.Y-aQmPT9SB4.whatsapp
Article news website nu.nl	Violette Geissen (WU)	09/03/2023	health of farmers at risk because of multi cocktail of pesticides https://www.nu.nl/klimaat/6253392/gezondheid-boeren-op-spel-door-grote-cocktail-van-landbouwgif.html
Piece on pesticides on Dutch radio - Pointer	Paula Harkes (WU)	26/3/2023	Radio interview (pointer)https://pointer.kro-ncrv.nl/bestrijdingsmiddelen-een-ongelijke-strijd
Article news website RTL4	Violette Geissen (WU)	21/04/2023	bulb fields often full of poison: 'Risks still not well studied' https://www.rtlnieuws.nl/nieuws/nederland/artikel/5379605/bloembollen-tulpen-pesticide-eu-regels
Article news website RTL4	Violette Geissen (WU)	14/06/2023	court case won by neighbours about pesticide spraying in lily farming https://www.rtlnieuws.nl/nieuws/nederland/artikel/5390482/deze-bewoners-het-gelukt-boer-mag-lelies-niet-meer-bespuiten-met
Article in university magazine	Violette Geissen (WU)	23/06/2023	two different sides/opinions of the pesticide story (article) https://www.resource-online.nl/index.php/2023/06/23/van-twee-kanten-gewasbescherming/
Article news website RTL4	Violette Geissen (WU)	10/07/2023	court case won by lily farmer about spraying pesticides https://www.rtlnieuws.nl/nieuws/nederland/artikel/5395506/boer-mag-toch-gif-spuiten-op-lelies-hof-draait-uitspraak-rechtbank

News article	Paul Scheepers (SKU)	26/7/2023	EFSA glyphosate extension https://eenvandaag.avrotros.nl/item/waarom-de-omstreden-onkruidbestrijder-glyfosaat-mogelijk-nog-jaren-gebruikt-mag-worden/
Article national geographic (NL)	Violette Geissen (WU)	25/08/2023	Short communication paper on the "indispensability" of pesticides https://www.nationalgeographic.nl/natuur-leefomgeving/a44805331/zijn-pesticiden-bestrijdingsmiddelen-noodzakelijk-om-gewassen-te-verbouwen
Article in national geographic (NL)	Violette Geissen (WU)	24/08/2023	what is the effect of glyphosate in our soils https://www.nationalgeographic.nl/natuur-leefomgeving/a44758762/glyfosaat-wat-doet-deze-pesticide-in-de-bodem
Magazine article	Freya Debler	01/2024	Article in print version on pesticides in the atmosphere National Geographic Germany
National news article	Paul Scheepers + Michelle Kilfoyle (SKU/CCRI)	11/04/2025	Guardian news article 'Toxic cocktail': study finds almost 200 pesticides in European homes
Local news article	Isobel Campos (UPCT)	29/05/2025	3 news articles in Spain about final workshop https://www.laopiniondemurcia.es/comunidad/2025/05/29/detectan-mayor-acumulacion-residuos-plaguicidas-117942568.html https://agronomos.upct.es/news/investigadores-de-la-upct-detectan-la-mayor-acumulacion-de-residuos-de-plaguicidas-en-el-polvo-del-interior-de-las-viviendas https://www.murcia.com/cartagena/noticias/2025/05/28-investigadores-de-la-upct-detectan-la-mayor-acumulacion-de-residuos-de-plaguicidas-en-el-polvo-del-i.asp
National news article	Paul Scheepers + Paula Harkes (SKU/WU)	26/06/2025	De VolkskrantEuropean research: citizens around farms in contact with more than 100 pesticides
National news article	Paul Scheepers + Michelle Kilfoyle (SKU/CCRI)	24/10/2025	National Newspaper article'I was contaminated': study reveals how hard it is to avoid pesticide exposure,

Annex 2 SPRINT-related interviews and broadcast media

TV interview	Virginia Carolina Aparicio (INTA)	Raised awareness about current research surrounding PPPs, educated readers about PPPs Argentina (INTA) Local
Radio interview	Virginia Carolina Aparicio - Gustavo Giaccio (INTA)	Radio interview about the launch of SPRINT in Argentina
Radio interview	Virginia Carolina Aparicio (INTA)	Radio interview about the launch of SPRINT in Argentina
Radio interview	Virginia Carolina Aparicio (INTA)	Radio interview about the launch of SPRINT
Radio interview	Virginia Aparicio / Juan Erreguerena (INTA)	Radio interview (Loberia)
Radio interview	Virginia Aparicio (INTA)	Radio interview (Vientos del Sur- Instituto PATRIA)
Local TV	Gustavo Giaccio / Emiliano Sofia (INTA)	Local TV
Radio interview	Montse Marquès Bueno (Spain)	Radio interview about the launch of SPRINT in Catalan
Radio interview	Violette Geissen + Paula Harkes (WU)	Radio interview about the launch of SPRINT
Local radio	Charlotte Chivers (CCRI)	Live radio interview with BBC Glos for World Soil Day
Radio show	Matjaž Glavan (UL)	Radio shows (RTV SLO) To present wider picture of adaptation to climate change, and what is the role of transition to sustainable. agriculture https://prvi.rtvslo.si/podkast/studio-ob-1700/87/174970198
Radio interview	Violette Geissen + Paula Harkes (WU)	Dutch radio interview https://www.nporadio1.nl/podcasts/feit-of-fictie/106490/176-de-lelieteelt-brengt-gemiddeld-7-keer-zoveel-gif-met-zich-mee-dan-welk-gewas-dan-ook-s03
TV interview	Paul Scheepers (SKU)	Radar – Dutch TV show Discussing pesticide residues in flowers https://radar.avrotros.nl/artikel/fragment-verboden-bestrijdingsmiddelen-op-bosjes-bloemen-61554
TV documentary	Paula Harkes (WU)	Glyfosaat, de goedkeuring van gif - documentary contribution https://www.bnnvara.nl/zembla/artikelen/glyfosaat-de-goedkeuring-van-gif
Radio interview	Paula Harkes (WU)	Fact or Fiction - fact checking show about the amount of pesticide sprayed in lily fields https://www.nporadio1.nl/podcasts/feit-of-fictie/106490/176-de-lelieteelt-brengt-gemiddeld-7-keer-zoveel-gif-met-zich-mee-dan-welk-gewas-dan-ook-s03
YouTube documentary	Paula Harkes (WU)	NTR Wetenschap - Dutch science channel Profile of the project https://www.youtube.com/watch?v=2SRjsWFGQk8