Project acronym: SURE-Farm

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Duration: 4 years

D7.3: Dissemination, exploitation and communication plan

Work Performed by Partner 9, Universidad Politécnica de Madrid

(Contact: Bárbara Soriano and Alberto Garrido)

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Work Package	WP7
Task	T 7.1
Task lead	P9 in close collaboration with P1 and small contribution from other partners
Dissemination level	Public

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1   INTRODUCTION

SURE-Farm Project's Work Package 7 is dedicated to "Dissemination, Exploitation and Communication" and aims at defining, maintaining and coordinating the appropriate mechanisms and tools ensuring broad visibility and impact of the project's work and results.

This document describes how SURE-Farm will follow a comprehensive and effective approach to dissemination and promotion activities. It includes a detailed plan with specific actions and programmes to be considered as a guide to support the consortium to carry out the dissemination activities, using the right material and channels. Deliverable (D7.2 Dissemination Plan) will be regularly updated on the basis of the project's development and execution, takin into the acquired new knowledge that will offer new dissemination opportunities.

The document is organised in 8 sections: Section 2 relates the SURE-Farm approach to dissemination, explaining the main objectives of the WP7 and the dissemination strategy. Section 3 describes the materials and tools planned. Section 4 describes the objectives and members of the co-creation platform. Section 5 describes the target groups of the SURE-Farm project. In section 6 the activities carried out and planned by each consortium partner are presented. Finally, section 7 summarizes the dissemination timeline and section 8 identifies the mechanism to check the communication efficiency.

2   PARTNERS' CONTRIBUTIONS

The total number of person-months allocated to WP7 is 33.25. UPM (P9) leads the WP7 with 12 PM in cooperation with WU (P1) with 6 PM. The rest of partners will contribute to the actions WP7 tasks with 1PM/partners, except UGOE (P16) with 0.25 PM (Table 1).

Table 1 Partner participation

Partner	PM	Task
UPM (P9)	12	T 7.1/ T 7.2/ T 7.3/ T 7.4/ T 7.5/ T 7.6
WU (P1)	6	T 7.1/ T 7.2/ T 7.4/ T 7.6
Rest of the Partners (*)	1	T 7.1/ T 7.2/ T 7.6
Total	33.25	

(*) UGOE: 0.25 PM

3 COMMUNICATION AND DISSEMINATION STRATEGY

3.1 Objectives

The objective of WP7 is to disseminate the results of the project and use the co-creation platform to ensure that farmers, stakeholders, policy makers and non-partner scientists can contribute with ideas, feedback and relevant information/data. The WP7 has six specific objectives:

1. To disseminate findings over a wide range of stakeholders, member state governments, EC officers, policy actors and farmers' organizations, in a way that helps them understand the challenges for the resilience of EU agriculture in general, and for specific farming systems.
2. To create an informed opinion among stakeholders about the main drivers of farm demographics in the EU, using robust indicators and smart infographics.
3. To convey clear messages about the complex determinants of farming system resilience, and help stakeholders build a systems thinking approach to understanding the dynamics of farm demographics.
4. To develop effective communication strategies to reach the general public and society, using general communication media to raise awareness about farms' resilience, adaptation, transformation and risks of abandonment.
5. To create virtual (co-creation platform) and face-to-face venues for discussion, both at the highest level of influence (in member states and EC) and at intermediate levels (farm organizations, cooperatives and consumer groups).
6. To issue press releases, including texts and infographics, to be disseminated in social media with the project's findings and conclusions.

3.2 Strategic approach

The SURE-Farm communication strategy will ensure that relevant data, tools and findings are available and delivered to the appropriate stakeholders in a suitable and easily accessible format. It will be tailored to the needs of various audiences, in different formats and using different traditional and ICT-based channels and tools, including project's web portal, policy briefs, speeches, tweets, email-bulletins, peer-reviewed papers (open access) and more popular articles in professional and other journals read by SURE-Farm target audience.

The results from different WPs will be summarized in an accessible language and illustrated with infographics and videos, and will be provided to interested non-academic audiences (including farmers, business actors, civil society, environmental NGO, and policy makers) and made available to interested websites. Specific attention will be given to measures for active engagement in the

public and policy debate on the post 2020 CAP reforms. Through web-blogs, lectures, policy briefs and formal and informal interactions we will organize active presence in the relevant fora, such as Collaborative and Strategic Working Groups, the European Innovation Partnerships, Copa-Cogeca, European Council of Young Farmers, national advisory organisations etc.

The dissemination of SURE-Farm results consists of two types of processes, pertaining to an inner and an outer circle. The inner circle is the various stakeholders and policy makers that participate in the co-creation platform, multiple workshops and the participatory modelling. The outer circle includes other stakeholders and policy makers that are not directly involved, as well as academic audiences and the broader public.

- Inner circle: The transdisciplinary approach of SURE-Farm ensures that impact maximisation is built into all stages of the project. Stakeholders receive the first results from the project at an early stage. Stakeholders and policy makers will be involved in problem scoping and the formulation of scenarios of risks facing EU farming systems and in the design of the resilience framework (WP1). They will participate in the assessment of risk perception and behaviour and in the development of risk management tools and strategies (WP2). Stakeholders and policy makers will also be involved in the development of the farm demographic assessment tool and related strategies (WP3). The policy resilience assessment tool (ResAT, WP4) uses a participatory methodology. The impact assessment in WP5 involves stakeholders and policy makers in participatory modelling. Finally, the policy principles, roadmaps and recommendations will be developed and tested in the co-creation platforms (WP6). As a result, stakeholders and policy makers have ample opportunity to contribute to the SURE-Farm project with their tacit knowledge, to validate the findings and to use the knowledge and integrate it within their daily work from an early stage of the project.
- Outer circle: We will use multiple dissemination methods, which will be tailored to the type of results and end-users, to reach stakeholders and policy makers that are not directly involved in SURE-Farm, as well as academic audiences and the broader public. The dissemination methods will be open access documents, infographics and short videos, social media, press release, policy briefs, business briefs and scientific seminars.

4   TARGET GROUPS

Different targets groups have been identified. Depending on the target group, specific communication / dissemination tools have been defined (Table 2):

Table 2 SURE-Farm target groups

Target group	Communication /Dissemination Tool
General public (open pages), co-creation platform members (co-creation pages) and project teams and associated partners (internal pages)	The project website
Farmer's and consumer's organizations, upstream/downstream value chain actors, environmental NGOs, civil society	Tweets, web blogs, and interactive social media and public lectures
The general public and the outer circle	Documents in journalistic language, informative videos, infographics and leaflets and templates. Participation in outreach events.
Farmers, sectorial business and value chain actors, policy makers, NGO, farmers and consumer organizations.	The co-creation platform and workshops Scientific seminars.
Farmers, sectorial business and value chain actors, policy makers, NGO, farmers and consumer organizations.	Scientific publications, tools, reports and book
Policy and decisions makers at European, national and regional level	Presentations at policy events, policy factsheets

5   COMMUNICATION TOOLS

The communication measures to support the promotion of the project and its findings are:

5.1   The logo and website

The SURE-Farm logo aims to show the adaptive cycle on the landscape background.

Several versions have been designed to adapt the logo to the document/support specifications.

The aims of the website are: 1) informing external users about the project; 2) engaging in societal and policy debates; 3) involving the co-creation platform and 4) keeping the project team internally up-to-date. With these purposes the website will provide an accessible, simple and easy to find and use entry door / portal to the project activities and information about the partners, contact, news, reports, articles, policy and business briefs, events, workshops, tweets, web blogs, videos, infographics, open source tools and data. It will be continuously maintained and improved throughout the whole project's duration by publishing relevant news, available outcomes, including deliverables and scientific publications, and advertising stakeholders' engagement activities.

It will provide the link to the project's private intranet, through which the partners will be able to share the project's documents.

The stakeholders involved in the co-creation process will be able to access the co-creation platform through the project's website. They will be involved in problem scoping in three Work Packages:

- WP2: To assess the farmer's risk perception and behavior and develop risk management tools and strategies.
- WP4: To design policy principles and improvements.
- WP6: To develop the implementation roadmaps and recommendations.

The structure of the website is detailed bellow:

1. HOME
2. ABOUT
   a. AT A GLANCE
   b. THE CHALLENGE AND DIVERSE RESPONSE

       c.   THE PROJECT

       d.   CASES STUDIES

       e.   BENEFITS

3. PARTNERS

4. DELIVERABLES

       a.   PUBLIC DOCUMENTS

       b.   TOOLS

       c.   SCIENTIFIC SEMINARS

5. DIGITAL MATERIAL

6. NEWS AND EVENTS

7. CONTACT

The domain of the website is www.surefarmproject.eu. The website is launching soon:
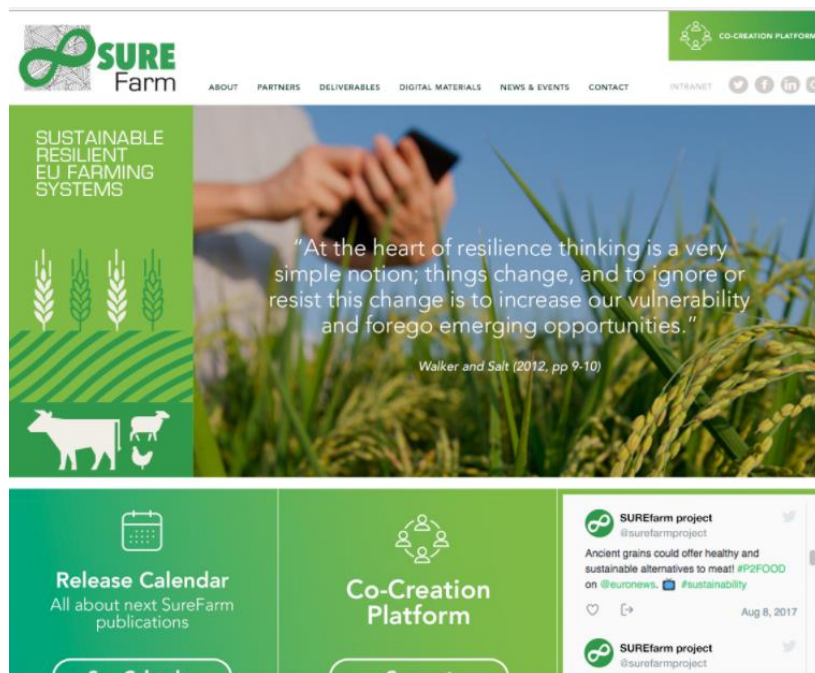
5.2 Social media

Social media channels are used to empower dissemination efforts and reach a wide audience so as to facilitate an interactive dialogue with relevant stakeholders. Tweets, web blogs, and interactive social media and public lectures to engage in societal debate.

The project will establish its presence in a number of public social communities:

🌿 Twitter

- Facebook
- Instagram
- Linkedin
- ResearchGate

The name of all the social media accounts is "surefarmproject".

5.3   Policy, business briefs and press releases

A collection of policy and business briefs will translate WP findings into easy-to-read documents, which will be used for communication purposes. Policy briefs will contain powerful infographics and be carefully drafted by professional communication experts. Policy briefs will contain infographics and GIFs that can be used to communicate findings and raise attention for both policy briefs and the supporting scientific articles (working documents).

P9 will define the templates, and will develop GIFs, videos (posts) and infographics. Other partners will write the content of each policy/business brief, as described in the deliverables of the WP. P9 will disseminate the briefs and coordinates the press releases in journalistic language, informative videos, infographics and leaflets: integrated information about project topics, findings, outcomes and design.

Several platforms are going to be used to launch the press release to the target groups:

- International platform: Alphagalileo
- National/ Regional platforms: FECYT-MINECO (Information and Scientific News Services-SINC).
- Professional Conferences, including the European Association of Agricultural Economists in Parma, August 2017.
- Universities Platforms: UPM e-Politécnica Research and Innovation Newsletters.
- Research institutes throughout Europe.
- Blogs specializing in views and analysis relating to the European Union's Common Agricultural Policy, like http://capreform.eu
- Main agricultural media: European and national (identification of the main communication media – 2/3 per country; 5-6 European; obtain accounts; reporters names email addresses; creating a contacts' list of key reporters and media).

5.4   Participation in scientific outreach events

SURE-Farm will participate in the science outreach events organized by the European Commission to disseminate the project:

- European Researcher's Night (September, 2017)
- Science Week (November, 2017)
- Pre-launching activities; media campaigns

5.5 Digital communication materials and templates:

Brochure: English version.

Infographics: Templates and style, common themes. First infographic (4): Reduction of the number and age of farms around Europe (from Eurostat)/ The project's goals, activities and expected impacts. Next infographics will vary with content of the scientific findings.

GIF videos and photos

Templates: Policy Briefs, Slides, Working document, Minutes.
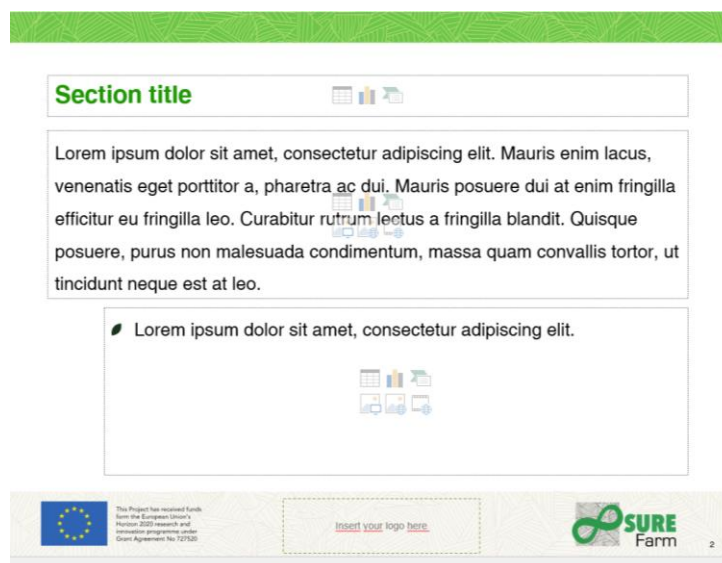
6   DISSEMINATION TOOLS

6.1   Co-creation platform

One of the aims of the WP7 is to ensure that a wide range of stakeholders engage actively in SURE-Farm project through the co-creation process. Three different ways have been identified to facilitate the transversal involvement of the stakeholders throughout the project: 1) The virtual co-creation platform, 2) the local co-creation workshops; and 3) the central co-creation meetings.

The <u>virtual co-creation platform</u> is a virtual platform through which co-creation members actively participate in the process of achieving the following aims:

- Design of improved Risk Management tools (WP2. Risk management)
- Design of policy improvements (WP4. Policies)
- Design of roadmaps for implementation (WP6. Enabling environment)

The virtual co-creation platform will be operational from M10 to M48.

<u>The local co-creation workshops/focus groups</u> will be held in case study regions:

- Reflection on scenarios in 11 case study regions (WP1. Resilience concept). (MS5)
- Design of improved Risk Management tools in local context in 11 case studies (WP2. Risk management). (MS12)
- Design of improved measures to facilitate entry to sector in 6 case studies (WP3. Farm demographics). (MS17)
- Design of policy improvements in 5 case studies (WP4. Policies). (MS20)

- Participatory impact assessment workshops in 11 case studies (WP5 Public and private goods). (MS23)
- Identify local priorities for the enabling environment in 3 case studies (WP6. Enabling environment).

The central co-creation meetings will be held once per year (Task 8.1).

6.2   Scientific papers

Authorship of scientific papers which cover multiple case study regions (cross-case study papers). A proposal will be presented by the project coordinator in the kick-off meeting, 28th – 29th September 2017.

6.3   Attendance to congress and conference

The project, the developed tools and main findings will be presented at national, European and international congress. The scope of congress participation will be summarized in a Table of outreach.

The SURE-Farm team has already participated in two sessions in EAAE Congress 2017 in Parma:

Congress	Date	Session	Particiants
EAAE conference, Parma	Aug-17	SURE-Farm poster presentation (P1)	20 participants
EAAE conference, Parma	Aug-17	Organised session "Innovative risk management policies and practices for resilient supply chains in the EU" (P4, P1, P2, P11, P12)	40 participants

6.4   Scientific seminars

Two seminars will be held to present midterm project results and final project results. They will be organized in conjunction with established professional associations (agricultural economics and policy, and rural sociology) to enhance attendance, impact and feedback. One special issue with the best contributions to the midterm seminar will be published.

Actions to be performed:

- Define city, format and content

6.5 Reports and monograph

Forty five documents will be delivered through the project. One fully-downloadable book will be published. The book will contain a collection of essays written by partners and will also contain digital content: video, graphics, GIFs and other dynamic presentations.

Actions to be performed:

1. Type
2. Selection of publisher
3. Length
4. Definition of the syllabus
5. Appointing editors

7   PLAN OF ACTIVITIES

7.1 Dissemination plan, website, social media and templates

Table 3 Website and social media timeline

Task/Milestone	Month	Issue	WP–Lead beneficiary
T7.1	M3	Dissemination and communication plan	WP7-P9 in close cooperation with P1. Small contributions from other partners.
T7.2	M3	Website and social media	WP 7- P9 and P1. Small contributions from other partners.
T7.2	M3	Templates	WP 7- P9 and P1. Small contributions from other partners.
T7.2	M3	Brochure	WP 7- P9 and P1. Small contributions from other partners.
MS30	M2	Measures of social media penetration developed	WP 7- P9
MS31	M3	Communication strategy and execution plan, drafted and approved by consortium	WP 7- P9
MS32	M6	Website developed and operational, with operational co-creation platform	WP 7- P9

7.2   Digital communication materials

Twelve infographics delivered throughout the project accompanied by GIFs, videos, photos (Task 7.3 and 7.5). One at the start, one at the end and one per policy (8) and business (2) brief (Table 4). P9 will provide the design the infographics, GIFs and videos. P1 (WU), P2 (KU Leuven), P3 (OCILVO), P11 (ETH Zürich) and P12 (IAMO) will provide the main ideas of each policy/business brief to design the corresponding digital materials.

Table 4 Infographics and other digital communication material timetable.

Milestone	Month	Issue	WP–Lead beneficiary
MS33	M48	Infographics developed	WP 7- P9
MS34	M48	Policy briefs published	WP 7- P9
Infographic number	**Month**	**Issue**	**WP–Lead beneficiary**
1	M4	First infographic: Project's objectives, activities and impacts	WP7-P9
2	M12	**P**- Resilience framework for EU agriculture	WP1-P2
3	M27	**P** -Farm demographics and impact on farm structure	WP3-P3
4	M28	**P**- Farmer adaptive behavior and risk management in EU Agriculture	WP2-P11
5	M30	**B**- Opportunities for improved risk management for EU agriculture	WP2-P9
6	M34	**P**- Future developments in farm demographics and structural change in selected regions of the EU	WP3-P12
7	M36	**B**- Farming opportunities for entrants and young farmers	WP3-P12
8	M37	**P**- Policy options for resilient farm demographics and farm structural	WP3-P12
9	M38	**P**- Critical analysis of how current policies constrain / enable resilient EU agriculture	WP4-P1
10	M42	**P**- The resilience of farming systems in EU under current conditions and future scenarios	WP5-P1
11	M44	**P**- Guiding principles for an enabling environment fostering resilience	WP6-P3
12	M48	Final Infographic: Conclusions	WP7- P9

P: Policy Brief

B: Business Brief

7.3   Co-creation platform

The co-creation platform timeline is summarized in Table 5.

Table 5 Co-creation platform timeline

Task/Milestone	Month	Issue	WP–Lead beneficiary
MS32	M6	Website developed and operational, with operational co-creation platform	WP 7- P9
Co-creation platform actions	Start date	Co-creation Platform objectives	WP–Lead beneficiary
1	M10	First meeting	WP8-P1/P9
2	M 10	Co-creation of improved RM Tools	WP2-P9
3	M 10	Co-creation of policy improvements	WP4-P1/P9
4	M23	Second meeting	WP2-P9 /WP8-P1
5	M24	Co-creation of the roadmaps for implementation	WP6-P3&P2
6	M36	Third meeting	WP8-P1
7	M47	Fourth meeting	WP8-P1

The due date of the co-creation platform has been delayed form M6 to M10. The objectives, scope, instruments and users need to be previously discuss and approved in the quick-off meeting, 28th – 29th of September 2017.

7.4   Scientific seminars

P9 will work with P1 to co-organize the seminars with the management teams of the professional associations. Other partners will present their work and participate.

Table 6 Scientific seminars timetable.

Task/Milestone	Month	Issue	WP–Lead beneficiary
T7.4	M24	Midterm Scientific seminar	WP7-P9 and P1
T7.4	M44	Final Scientific seminar	WP7- P9 and P1
MS35	M24	Midterm scientific seminar held	WP7- P9 and P1
MS36	M44	Final Scientific seminar held	WP7- P9 and P1

7.5   Editing the project's book

P1 leads the edition of the project's book (Task 7.6), in cooperation with P9. Other partners contribute with chapters. The editing process will last from 30 months, from M18 to M48.

7.6   Reports publication timetable

Forty five documents will be published on the project's website and relayed through the social media, according to the following calendar (Table 7):

Table 7 Reports publication timetable

Dissemination calendar	M8	M10	M12	M14	M18	M22	M24	M27	M28	M30	M33	M34	M36	M37	M38	M40	M42	M44	M46	M47	M48
	ene-18	mar-18	may-18	jul-18	nov-18	mar-19	may-19	ago-19	sep-19	nov-19	feb-20	mar-20	may-20	jun-20	jul-20	sep-20	nov-20	ene-21	mar-21	abr-21	may-21
Online publication and social media																					
Policy Briefs (8)			P (WP1)					P (WP3)	P (WP2)			P (WP3)		P (WP3)	P (WP4)			P (WP5)	P (WP6)		
Open access: Project reports (21)	2 R (WP1)	R (WP1)	R (WP3)		R (WP4)	2 R (WP2)	R(WP2/WP3/WP5)		5 R (WP4)	R(WP2/WP4/WP5)	R (WP3)		R (WP5)			R (WP5)	R (WP6)		R (WP6)		R (WP6)
Open access: Business Brief (2)										B (WP2)			B (WP3)								
Open access: Refereed papers (9)							OP (WP3)		OP (WP2)	OP (WP4)			OP(WP3 /WP5)					OP (WP2)		OP (WP5)	
Open access: Tool protocols (2)		TP (WP6)	TP (WP4)	TP (WP5)																	
Open access: Book (1)																					
Press Release (2)		PR (WP1)																			PR (WP6)

R   Report
P   Policy Brief
B   Business Brief
PR   Press relase
OP   Open access Paper
TP   Tool Protocol

8   CHECKING COMMUNICATION AND DISSEMINATION EFFICIENCY MECHANISMS

The means of verification identified to follow the communication efficiency are the following:

Table 8 Means of verification by milestone

Milestone title	Means of verification	
Social media penetration	Number of tweets per year	250
	Number of followers per year	300
	Number of likes per year	200
Communication strategy and execution plan, drafted and approved by consortium	Communication strategy and execution plan	1
Website	Number of website visitors per month	600
Co-creation platform (virtual, local, central)	Number of actors	50
	Local co-creation workshops/focus groups organised	24
	Central co-creation meetings held	4
Open access report	Number of open report published	21
Refereed articles published	Number of open report published	9
Tool protocols published	Number of tool protocols published	2
Open access book	Number of open access book published	1
Press release	Number of press release published	2
Infographics developed	Number of infographics disseminated	12
Policy briefs published	Number of policy briefs disseminated	8
Business briefs published	Number of policy briefs disseminated	2
Midterm scientific seminar held	Publication on website/ social media	5
	Agenda	1
	Attendants registered	30
	Conclusions written	1
	Presentations gathered	15
	Number of videos	3
	Number of photos	10
Final scientific seminar held	Publication on the website/ social media	5
	Agenda	1
	Attendants registered	30
	Conclusions written	1
	Presentations gathered	15
	Videos	3
	Photo Gallery	10

To increase the website's rank, SEO (Search Engine Optimization) strategies will be implemented to help search engines understand what the project's page is about and whether or not it is useful to users. Two different actions are identified:

- Keyword optimization, load time, user experience, code optimization and URL formatting (On-site SEO).
- Number and quality of links, presence in social networks, local media mentions, brand authority and performance in search results (off-site SEO).

Analytics of web's access will be performed with Google Analytics. The key indicators to track in Google Analytics are:

- Traffic Sources: Number of visits to the site.
- Audience Engagement: How well an audience's attention is being captured (viewer's time on a page and the number of pages accessed). It helps to indicate if it is necessary to add calls to action or links to encourage users to visit more pages.
- Mobile Traffic Behavior: The increasing mobile traffic makes it necessary for the project to ensure a better optimized mobile version.
- The audience Location: to target the project communication.
- Site Content Trends: Performance over time can show such trends as traffic spikes around holidays or the benefits of specific promotions.
- Page Bounce Rates: It is a measure of the effectiveness of the website in encouraging visitors to continue with their visit. It helps to improve the effectiveness of the homepage at generating the interest of visitors.
- Site Search Behavior: This metric can indicate if visitors are looking for something that isn't obvious in your site. If it needs improvement, remedies can include additional or clearer content, better navigation and better optimized search engine keywords.
- Events: This metric helps to better place calls to action on a page.
- Funnel Visualization: This metric aims to determine if users are reading about member benefits and joining.

Reports based on Key performance indicators (KPIs) will be created periodically.

The dissemination and communication plan will be revised and adjusted in a continuous learning and adapting process based on the internal mechanisms for checking communication efficiency.