



Project acronym: SURE-Farm

Project no.: 727520

Start date of project: June 2017

Duration: 4 years

Final execution report - 01.06.2017-30.05.2021

D7.3: Dissemination, exploitation and communication plan.

Work Performed by Partner 9, Universidad Politécnica de Madrid

(Contact: Bárbara Soriano and Alberto Garrido)

Due date	30 <sup>th</sup> May 2021
Version/Date	30 <sup>th</sup> May 2021
Work Package	WP7
Task	T 7.1
Task lead	P9 in close collaboration with P1 and contribution from other partners
Dissemination level	Public



Project acronym: SURE-Farm

Project no.: 727520

Start date of project: June 2017

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)

Due date	30 <sup>th</sup> August 2017 (M3)
Version/Date	Second version, to be updated periodically (living document), 30 <sup>th</sup> November 017
Work Package	WP7
Task	T 7.1
Task lead	P9 in close collaboration with P1 and small contribution from other partners
Dissemination level	Public



## INDEX

1	INTRODUCTION .....	4
2	PARTNERS' CONTRIBUTIONS .....	4
3	COMMUNICATION AND DISSEMINATION STRATEGY .....	5
3.1	Objectives .....	5
3.2	Strategic approach .....	5
4	TARGET GROUPS .....	7
5	COMMUNICATION TOOLS .....	7
5.1	The logo and website .....	7
5.2	Social media .....	9
5.3	Policy, business briefs and press releases .....	10
5.4	Participation in scientific outreach events .....	11
5.5	Digital communication materials and templates: .....	11
6	DISSEMINATION TOOLS .....	13
6.1	Co-creation platform.....	13
6.2	Scientific papers .....	13
6.3	Attendance to congress and conference .....	14
6.4	Scientific seminars .....	14
6.5	Reports and monograph .....	14
7	PLAN OF ACTIVITIES.....	15
7.1	Dissemination plan, website, social media and templates .....	15
7.2	Digital communication materials .....	15
7.3	Co-creation platform.....	16
7.4	Scientific seminars .....	17
7.5	Editing the project's book .....	17
7.6	Reports publication timetable .....	17
8	CHECKING COMMUNICATION AND DISSEMINATION EFFICIENCY MECHANISMS.....	19
9	MS32: FOLLOWING UP THE WEBSITE VISITORS .....	21



9.1	SURE-Farm Website. First steps .....	21
9.2	Means of verification. Number of website visitors collected (MS32) .....	21
9.2.1	Information provided by the website server .....	21
9.2.2	Information provided by Google Analytics .....	22





## 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, taking 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
<b>Total</b>	<b>33.25</b>	

(\*) UGOE: 0.25 PM

To maximize the scope of the communication activities, the communication coordinator will ask the partners to nominate one person per university to contribute to communications actions at national level. The local contact contributes to SURE-Farm communication activities by: 1) Informing their University communication department and other national communication

platforms about SURE-Farm and asking for their support in SURE-Farm activities communication; 2) Informing the communication coordinator about all the communication and dissemination activities performed at national level to upload the information to the SURE-Farm website and spread through the social media and 3) Filling the “Table of outreach” to inform about the communication/dissemination activity: Title, date and participants.

### 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, Copacogeca, 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.

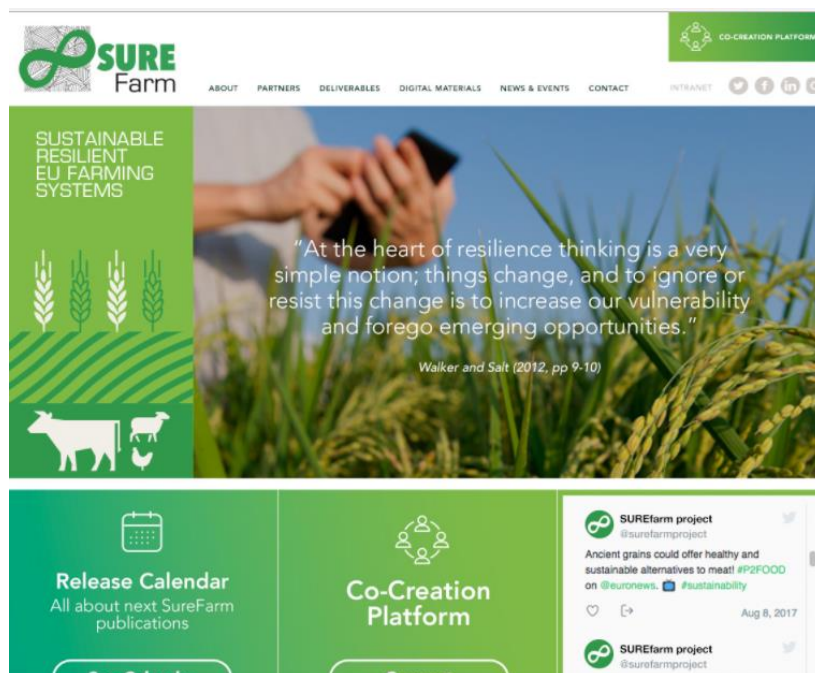
The structure of the website is detailed bellow:

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](http://www.surefarmproject.eu).



## 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, 2018)
- Science Week (November, 2018)
- Pre-launching activities; media campaigns

## 5.5 Digital communication materials and templates:

- Brochure: English version.



**Release calendar**

	Policy Briefs	Business Briefs	Scientific Seminars
2018			
May	✓		
2019			
May			✓
August	✓		
September	✓		
November		✓	
2020			
March	✓		
May		✓	
June	✓		
July	✓		
November	✓		
2021			
January			✓

**PROJECT COORDINATOR:**  
Dr. Miranda Meuwissen  
Associate professor in cost-effective risk management in food supply chains  
Business Economics Group  
Wageningen University & Research  
Hortensiesteg 1  
6700 KN Wageningen, the Netherlands  
miranda.meuwissen@wur.nl



**SURE Farm**  
SUSTAINABLE RESILIENT EU FARMING SYSTEMS

The consortium comprises of 16 partners, coordinated by Wageningen University & Research.

**UNIVERSITIES:**  
Aberystwyth University (UK), United Kingdom  
Edinburgh Napier University (UK), United Kingdom  
Georg-August-Universität Göttingen (GÖT), Germany  
Katholieke Universiteit Leuven (KU Leuven), Belgium  
Sveinung Landbrukshøgskole (SLU), Sweden  
Universidad Politécnica de Madrid (UPM), Spain  
Università degli Studi della Tuscia (UNITUS), Italy  
Universitetet i Bergen (UB), Norway  
University of Gloucestershire (UG), United Kingdom  
University of National and World Economy (UNWE), Bulgaria  
Wageningen University & Research (WUR), Netherlands

**RESEARCH INSTITUTES:**  
Institut Voor Landbouw En Visserijonderzoek (ILVO), Belgium  
Institut National de la Recherche Agronomique (INRA), France  
Institute of Agricultural Economics (IAE), Romania  
Instytut Rolnictwa i Jagi (IRiJ), Poland  
Ländliche Institut für Agrarentwicklung in Transformationsökonomie (LIT), Germany

This Project has received funds from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 727520

www.surefarmproject.eu



**Challenges and the diverse response**

Europe's agricultural sector faces a range of economic, environmental and social challenges. The accumulation of these uncertainties and their potentially complex interconnections lead to concerns about the long term viability of production of private and public goods, the sustainability of agricultural systems and the viability of rural areas. Importantly, these risks and uncertainties differ widely across regions, different types of farms and different farming systems, requiring a differentiated response.

Responses might try either to reduce stressors or limit their impact, enhance the robustness of farms and farming systems against disturbances, or increase their ability to adapt to changing circumstances. No framework currently exists for the comprehensive assessment of whether policies and governance arrangements effectively enhance the sustainability and resilience of EU farming systems and improve the risk management of EU farms. Consequently, strategic approaches and roadmaps towards more sustainable and resilient farming systems are lacking.



**The aims of SURE-Farm**

The SURE-farm project comprises six interrelated objectives:

1. Develop a framework to measure the determinants of the resilience of current and future EU agricultural systems and develop comprehensive scenarios of challenges facing the sector.
2. Understand farmers' risk behavior and risk management decisions and develop effective and usable risk management strategies and decision support tools.
3. Develop an improved farm demographic assessment tool based on modelling and participatory approaches and assess the effectiveness and impact of strategies to facilitate entry into the sector and to attract the future generation of farmers.
4. Develop a policy resilience assessment tool to evaluate the strengths and weaknesses of the existing policy framework, in particular the CAP.
5. Develop an integrated impact assessment tool to make long-term projections towards the effective delivery of private and public goods by a variety of farming systems across the EU.
6. Construct roadmaps for implementation, coordinated with public and private actors.



**Elements of SURE-Farm**

**METHODS ALLOWING FOR BETTER UNDERSTANDING OF ADAPTATION AND ITS IMPACTS.**  
Biographical narratives, participatory workshops on collective learning, agent-based modelling with a farm demographic assessment tool, policy analysis with a policy resilience assessment tool and integrated assessments with a complementary set of quantitative and qualitative models.

**THE CO-CREATION WITH STAKEHOLDERS TO GENERATE STRATEGIES THROUGHOUT THE PROJECT.**  
New risk management strategies, improved policies and other resilience-enhancing recommendations are all co-designed and tested with public and private actors. SURE-Farm has established a dedicated co-creation platform which ensures that a sufficient critical mass of stakeholders perform this function through all stages of the project.

**INCLUSION OF MULTIPLE CASE STUDY REGIONS ENSURING THAT STRATEGIES MATCH WITH LOCAL CONTEXT AND CHALLENGES.**  
SURE-Farm comprises 11 typical farming systems in case study regions:  
• Extensive beef cattle systems in Massif Central (France)  
• Extensive beef and sheep farming, (Spain)  
• Breeding dairy farming, (Belgium)  
• High-value egg and broiler farms, (Sweden)  
• Private family fruit and vegetable farms, (Ireland)  
• Intensive arable farming with large amounts of rented land, (Netherlands)  
• Large-scale corporate crop farms, (England, Germany and Bulgaria)  
• Small scale farms, (Italy and Romania)

- Templates: Power point presentation, work documents (deliverables, agenda and minutes) and policy brief templates.

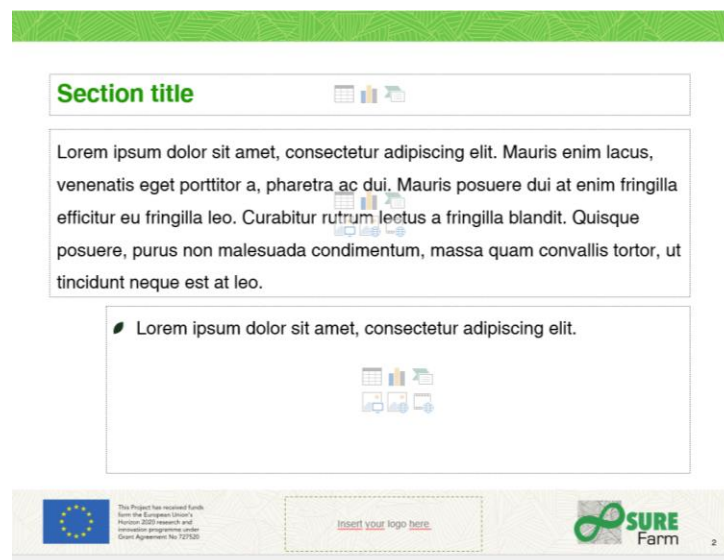


- **Infographics:** First infographic was launched the 9<sup>th</sup> October 2017. It explains the project's goals, activities and expected impacts.



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 virtual co-creation platform 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.

The local co-creation workshops/focus groups 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, 28<sup>th</sup> – 29<sup>th</sup> 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:

Conference /Meeting	Date	Session	Participants
Community of Practice (CoP) on Resilience, Wageningen	6-Jun-17	Presentation on SURE-Farm case study regions (P1)	40 participants
Social science meeting, Wageningen	29-Jun-17	Pitch on SURE Farm project (P1)	200 participants
EAAE conference, Parma	August-17	SURE-Farm poster presentation (P1)	20 participants
EAAE conference, Parma	August-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	<b>P-</b> Resilience framework for EU agriculture	WP1-P2
3	M27	<b>P</b> -Farm demographics and impact on farm structure	WP3-P3
4	M28	<b>P-</b> Farmer adaptive behavior and risk management in EU Agriculture	WP2-P11
5	M30	<b>B-</b> Opportunities for improved risk management for EU agriculture	WP2-P9
6	M34	<b>P-</b> Future developments in farm demographics and structural change in selected regions of the EU	WP3-P12
7	M36	<b>B-</b> Farming opportunities for entrants and young farmers	WP3-P12
8	M37	<b>P-</b> Policy options for resilient farm demographics and farm structural	WP3-P12
9	M38	<b>P-</b> Critical analysis of how current policies constrain / enable resilient EU agriculture	WP4-P1
10	M42	<b>P-</b> The resilience of farming systems in EU under current conditions and future scenarios	WP5-P1
11	M44	<b>P-</b> 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 from M6 to M10. The objectives, scope, instruments and users need to be previously discussed and approved in the quick-off meeting, 28<sup>th</sup> – 29<sup>th</sup> 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 for 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):



### D7.3 Dissemination, exploitation and communication plan

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
<b>Online publication and social media</b>																					
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/W P3/WP5)		5 R (WP4)	R(WP2/W P4/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 release  
OP Open access Paper  
TP Tool Protocol



This Project has received funds from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 727520

## 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.



## 9 MS32: FOLLOWING UP THE WEBSITE VISITORS

### 9.1 SURE-Farm Website. First steps

The web site of SURE-Farm was launched the 26<sup>th</sup> September 2017. All partners were informed by email.

The website was presented at the Consortium meeting on 28<sup>th</sup>-29<sup>th</sup> September 2017 and the opinion of the partners about the website were collected.

In October 2017 the website was updated by including the photo and bio of the SURE-Farm team.

The deliverable 7.1 Web- page and project portal, social media accounts and co-creation platform was issued on 29<sup>th</sup> August 2017. It is available in the SURE-Farm intranet (ownCloud\SURE-Farm\9\_Work Packages\WP7\_Dissemination, exploitation and Communication\Deliverables).

### 9.2 Means of verification. Number of website visitors collected (MS32)

Two types of data about the website traffic can be provided: 1) Website traffic provided by website server between the 26<sup>th</sup> of September and the 20<sup>th</sup> of November 2017; and 2) Website traffic provided by Google Analytics between the 21<sup>th</sup> and 28<sup>th</sup> November 2017.

Google Analytics was installed on the 20<sup>th</sup> of November 2017. It is a tool that provides information about the visitors and additional statistics that helps to expand the scope of the website. Google Analytics will be the tool to collect information about the website traffic during the whole project.

#### 9.2.1 Information provided by the website server

Between the 26<sup>th</sup> of September and the 20<sup>th</sup> of November 2017, the server provides the following statistics:

- The number of visitors is 125. Most of the web visits (97%) have been made from a computer (Macintosh, windows, Linux). The remaining 3% of the visits have been made from a mobiles and tablets.

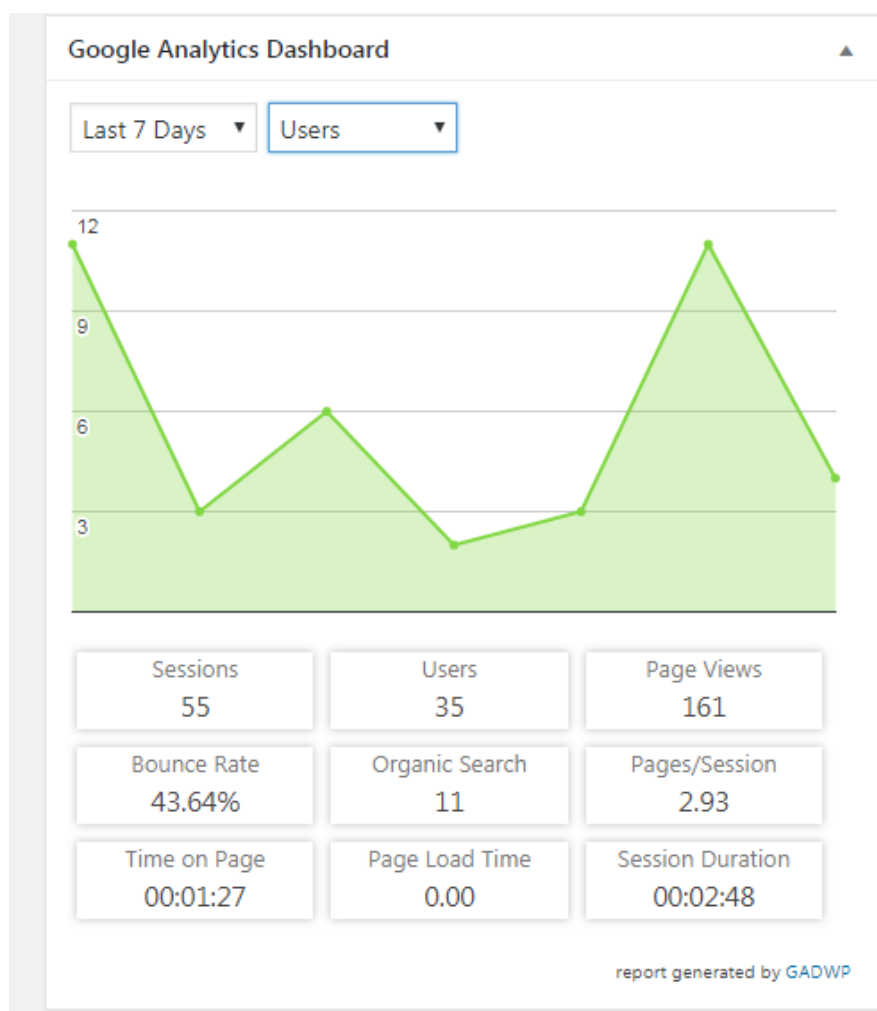
7 - Browsers						
Hits	Vis.	%	Bandwidth	Data		
2220	28	39.42%	59.29 MiB	Chrome		
2137	6	37.94%	8.48 MiB	Unknown		
763	2	13.55%	12.31 MiB	Firefox		
262	19	4.65%	22.97 MiB	MSIE		
129	57	2.29%	3.62 MiB	Crawlers		
113	9	2.01%	209.00 KiB	Others		
6	2	0.11%	315.43 KiB	Opera		

- Regarding the Geo Location of the visitors, most of the visitors are from Europe (95%). Visitors from North America represents the 3% of total visits.

12 - Geo Location					
Hits	Vis.	%	Bandwidth	Data	
5359	66	95.15%	93.31 MiB	EU	Europe
158	51	2.81%	13.69 MiB	NA	North America
9	6	0.16%	129.57 KiB	AS	Asia
1	1	0.02%	52.98 KiB	SA	South America

### 9.2.2 Information provided by Google Analytics

Google analytics provides the following statistics referring to the website traffic between the 21<sup>st</sup> and 28<sup>th</sup> November 2017:



- Users: It shows how many users engaged with your site or app.
- Session: It is a group of user interactions with your website that take place within a given time frame.
- Page Views: Total number of pages viewed.
- Bounce Rate: It is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.
- Organic Search: This traffic is defined as visitors coming from a search engine, such as Google or Bing.

More information about Google Analytics (<https://support.google.com/analytics#topic=3544906>)





Project acronym: SURE-Farm

Project no.: 727520

Start date of project: June 2017

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)

Due date	31 <sup>th</sup> August 2017 (M3)
Version/Date	Draft 29 <sup>th</sup> August 2017 (living document)
Work Package	WP7
Task	T 7.1
Task lead	P9 in close collaboration with P1 and small contribution from other partners
Dissemination level	Public



## INDEX

1	INTRODUCTION .....	3
2	PARTNERS' CONTRIBUTIONS .....	3
3	COMMUNICATION AND DISSEMINATION STRATEGY .....	4
3.1	Objectives .....	4
3.2	Strategic approach .....	4
4	TARGET GROUPS .....	5
5	COMMUNICATION TOOLS .....	6
5.1	The logo and website .....	6
5.2	Social media .....	8
5.3	Policy, business briefs and press releases .....	9
5.4	Participation in scientific outreach events .....	9
5.5	Digital communication materials and templates: .....	10
6	DISSEMINATION TOOLS .....	11
6.1	Co-creation platform.....	11
6.2	Scientific papers .....	12
6.3	Attendance to congress and conference .....	12
6.4	Scientific seminars .....	12
6.5	Reports and monograph .....	13
7	PLAN OF ACTIVITIES.....	13
7.1	Dissemination plan, website, social media and templates .....	13
7.2	Digital communication materials .....	14
7.3	Co-creation platform.....	15
7.4	Scientific seminars .....	15
7.5	Editing the project's book .....	16
7.6	Reports publication timetable .....	16
8	CHECKING COMMUNICATION AND DISSEMINATION EFFICIENCY MECHANISMS.....	18



## 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, taking 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
<b>Total</b>	<b>33.25</b>	

(\*) 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, Copacogeca, 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:

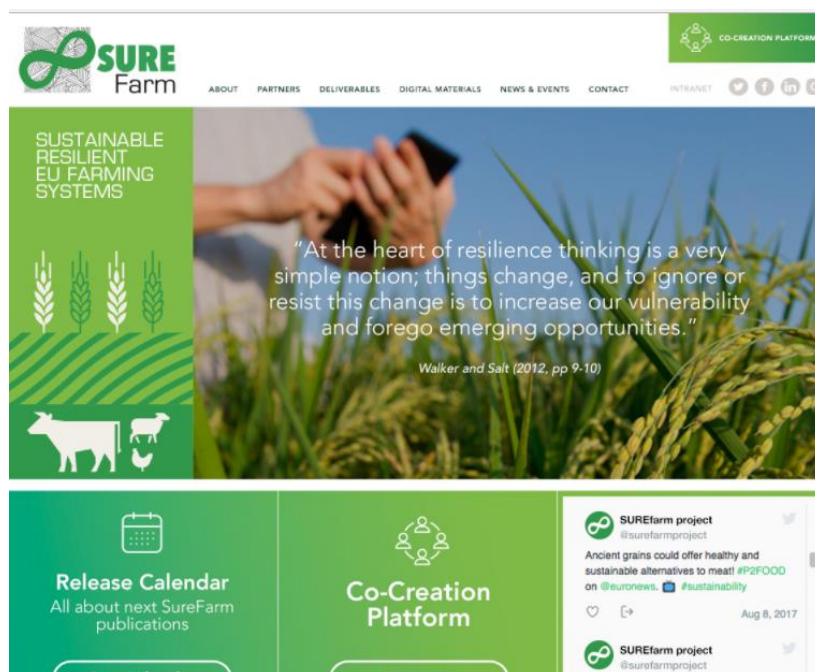
- WP2: To assess the farmer's risk perception and behavior and develop risk management tools and strategies.
- WP4: To design policy principles and improvements.
- WP6: To develop the implementation roadmaps and recommendations.

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](http://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.



**Release calendar**

	Policy Briefs	Business Briefs	Scientific Seminars
2018			
May	✓		
2019			
May			✓
August	✓		
September	✓		
November		✓	
2020			
March	✓		
May		✓	
June	✓		
July	✓		
November	✓		
2021			
January	✓		✓

**PROJECT COORDINATOR:**  
Dr. Miranda Meuwissen  
Associate professor in cost-effective risk management in food supply chains  
Business Economics Group  
Wageningen University & Research  
Hollesteinsing 1  
6706 KN Wageningen, the Netherlands  
miranda.meuwissen@wur.nl

**THE CONSORTIUM COMPOSES OF 16 PARTNERS, COORDINATED BY WAGENINGEN UNIVERSITY & RESEARCH.**

**UNIVERSITIES:**  
Aberystwyth University (UK), United Kingdom  
Eidgenössische Technische Hochschule Zürich (ETH), Switzerland  
Georg-August-Universität Göttingen (LUGG), Germany  
Katholieke Universiteit Leuven (KU Leuven), Belgium  
Swedish Lantbrukshögskolan (SLU), Sweden  
Universidad Politécnica de Madrid (UPM), Spain  
Università degli Studi della Tuscia (UNITUS), Italy  
Universitat de Bergen (UB), Norway  
University of Gloucestershire (UG), United Kingdom  
University of National and World Economy (UNWE), Bulgaria  
Wageningen University & Research (WUR), Netherlands

**RESEARCH INSTITUTES:**  
Institut Voor Landbouw En Visserijonderzoek (ILVO), Belgium  
Institut National de la Recherche Agronomique (INRA), France  
Institute of Agricultural Economics (IAE), Romania  
Institut Român de Politici Agricole (IRPA), Romania  
Nauk (RWIR PAN), Poland  
Lehrstuhl für Agrarentwicklung in Transformationsökonomie (LAWO), Germany

This Project has received funds from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 727520

**Challenges and the diverse response**  
Europe's agricultural sector faces a range of economic, environmental and social challenges. The accumulation of these uncertainties and their potentially complex interconnections lead to concerns about the long term viability of production of private and public goods, the sustainability of agricultural systems and the viability of rural areas. Importantly, these risks and uncertainties differ widely across regions, different types of farms and different farming systems, requiring a differentiated response.

**The aims of SURE-Farm**  
The SURE-farm project comprises six interrelated objectives:

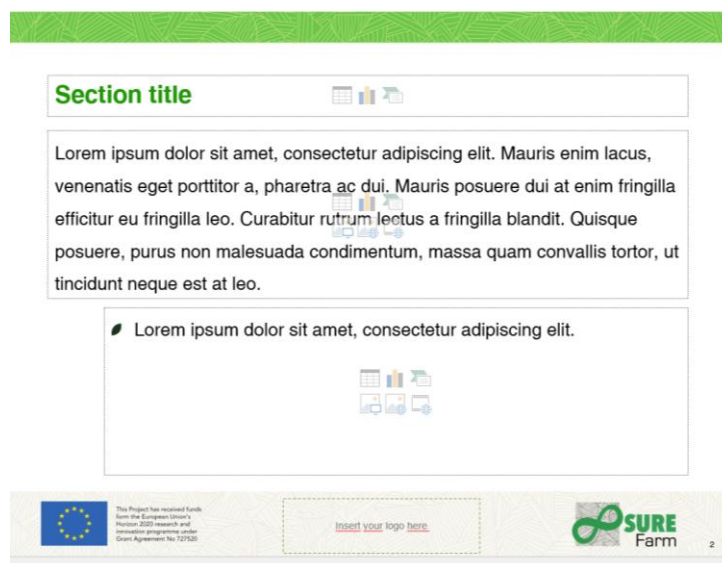
1. Develop a framework to measure the determinants of the resilience of current and future EU agricultural systems and develop comprehensive scenarios of challenges facing the sector.
2. Understand farmers' risk behavior and risk management decisions and develop effective and usable risk management strategies and decision support tools.
3. Develop an improved farm demographic assessment tool based on modelling and participatory approaches and assess the effectiveness and impact of strategies to facilitate entry into the sector and to attract the future generation of farmers.
4. Develop a policy resilience assessment tool to evaluate the strengths and weaknesses of the existing policy framework, in particular the CAP.
5. Develop an integrated impact assessment tool to make long-term projections towards the effective delivery of private and public goods by a variety of farming systems across the EU.
6. Construct roadmaps for implementation, co-developed with public and private actors.

**Elements of SURE-Farm**  
METHODS ALLOWING FOR BETTER UNDERSTANDING OF ADAPTATION AND ITS IMPACTS.  
Biographical narratives, participatory workshops on collective learning, agent-based modelling with a farm demographics assessment tool, policy analyses with a policy resilience assessment tool and integrated assessments with a complementary set of quantitative and qualitative models.

THE CO-CREATION WITH STAKEHOLDERS TO GENERATE STRATEGIES THROUGHOUT THE PROJECT.  
New risk management strategies, improved policies and other resilience-enhancing recommendations are all co-designed and tested with public and private actors. SURE-Farm has established a dedicated co-creation platform which ensures that a sufficient critical mass of stakeholders perform this function through all stages of the project.

INCLUSION OF MULTIPLE CASE STUDY REGIONS ENSURING THAT STRATEGIES MATCH WITH LOCAL CONTEXT AND CHALLENGES.  
SURE-Farm comprises 11 typical farming systems in case study regions:  
• Extensive beef cattle systems in Massif Central (France)  
• Intensive dairy farming (Spain)  
• High-value egg and broiler farms (Sweden)  
• Private family fruit and vegetable farms (Poland)  
• Intensive arable farming with large amounts of rented land (Netherlands)  
• Large-scale corporate crop farms (England, Germany and Bulgaria)  
• Small scale farms (Italy and Romania)

- 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 virtual co-creation platform 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.

The local co-creation workshops/focus groups 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, 28<sup>th</sup> – 29<sup>th</sup> 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	Participants
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	<b>P-</b> Resilience framework for EU agriculture	WP1-P2
3	M27	<b>P</b> -Farm demographics and impact on farm structure	WP3-P3
4	M28	<b>P-</b> Farmer adaptive behavior and risk management in EU Agriculture	WP2-P11
5	M30	<b>B-</b> Opportunities for improved risk management for EU agriculture	WP2-P9
6	M34	<b>P-</b> Future developments in farm demographics and structural change in selected regions of the EU	WP3-P12
7	M36	<b>B-</b> Farming opportunities for entrants and young farmers	WP3-P12
8	M37	<b>P-</b> Policy options for resilient farm demographics and farm structural	WP3-P12
9	M38	<b>P-</b> Critical analysis of how current policies constrain / enable resilient EU agriculture	WP4-P1
10	M42	<b>P-</b> The resilience of farming systems in EU under current conditions and future scenarios	WP5-P1
11	M44	<b>P-</b> 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 from M6 to M10. The objectives, scope, instruments and users need to be previously discussed and approved in the kick-off meeting, 28<sup>th</sup> – 29<sup>th</sup> 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):

### D7.3 Dissemination, exploitation and communication plan

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
<b>Online publication and social media</b>																					
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/W P3/WP5)		5 R (WP4)	R(WP2/W P4/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 release  
OP Open access Paper  
TP Tool Protocol



This Project has received funds from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 727520

## 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.





Project acronym: SURE-Farm

Project no.: 727520

Start date of project: June 2017

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)

Due date	30 <sup>th</sup> August 2017 (M3)
Version/Date	Third version, to be updated periodically (living document), 30 <sup>th</sup> January 2019
Work Package	WP7
Task	T 7.1
Task lead	P9 in close collaboration with P1 and small contribution from other partners
Dissemination level	Public



## INDEX

1	INTRODUCTION .....	4
2	PARTNERS' CONTRIBUTIONS .....	4
3	COMMUNICATION AND DISSEMINATION STRATEGY .....	5
3.1	Objectives .....	5
3.2	Strategic approach.....	5
4	TARGET GROUPS .....	7
5	COMMUNICATION TOOLS.....	7
5.1	The logo and website.....	7
5.2	Social media .....	10
5.3	Policy, business briefs and press releases .....	10
5.4	Participation in scientific outreach events .....	11
5.5	Digital communication materials and templates: .....	11
6	DISSEMINATION TOOLS .....	13
6.1	Co-creation platform .....	13
6.2	Scientific papers.....	14
6.3	Attendance to congress and conference .....	14
6.4	Scientific seminars .....	14
6.5	Reports and monograph.....	15
7	PLAN OF ACTIVITIES .....	15
7.1	Dissemination plan, website, social media and templates .....	15
7.2	Digital communication materials .....	16
7.3	Co-creation platform .....	17
7.4	Scientific seminars .....	18
7.5	Editing the project's book.....	18
7.6	Reports publication timetable.....	18
8	CHECKING COMMUNICATION AND DISSEMINATION EFFICIENCY MECHANISMS.....	20
9	MS32: FOLLOWING UP THE WEBSITE VISITORS AND SOCIAL MEDIA.....	22



9.1	SURE-Farm Website. Means of verification. Number of website visitors collected (MS32)	22
9.1.1	Means of verification- 26 <sup>th</sup> September 2017 -28 <sup>th</sup> November 2017. ....	23
9.1.1	Means of verification- 26 <sup>th</sup> September 2017 -30 <sup>th</sup> January 2018. ....	25
9.2	SURE-Farm Social media. Means of verification (MS32) .....	26
10	EXPLOITATION STRATEGY.....	26



## 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, taking 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
<b>Total</b>	<b>33.25</b>	

(\*) UGOE: 0.25 PM

To maximize the scope of the communication activities, the communication coordinator will ask the partners to nominate one person per university to contribute to communications actions at national level. The local contact contributes to SURE-Farm communication activities by: 1) Informing their University communication department and other national communication

platforms about SURE-Farm and asking for their support in SURE-Farm activities communication; 2) Informing the communication coordinator about all the communication and dissemination activities performed at national level to upload the information to the SURE-Farm website and spread through the social media and 3) Filling the “Table of outreach” to inform about the communication/dissemination activity: Title, date and participants.

### 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, Copacogeca, 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.

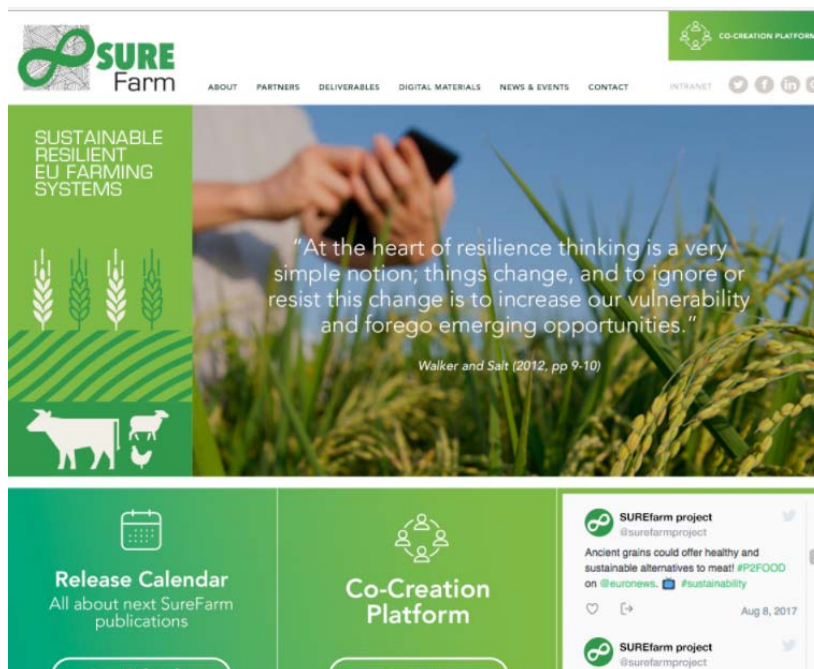
The stakeholders involved in the co-creation process will be able to access the co-creation platform through the project's website. They will be involved in problem scoping in three Work Packages:

- 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](http://www.surefarmproject.eu).



## 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.





### D7.3 Dissemination, exploitation and communication plan

- 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, 2018)
- Science Week (November, 2018)
- Pre-launching activities; media campaigns

## 5.5 Digital communication materials and templates:

- Brochure: English version.



**Release calendar**

	Policy Briefs	Business Briefs	Scientific Seminars
2018			
May	✓		
2019			
May			✓
August	✓		
September	✓		
November		✓	
2020			
March	✓		
May		✓	
June	✓		
July	✓		
November	✓		
2021			
January	✓		

**PROJECT COORDINATOR:**  
Dr. Miranda Meuwissen  
Associate professor in cost-effective risk management in food supply chains  
Business Economics Group  
Wageningen University & Research  
Hollandseweg 1  
6700 KN Wageningen, the Netherlands  
miranda.meuwissen@wur.nl

**UNIVERSITIES:**  
Aberystwyth University (ABU), United Kingdom  
Edgewood College (EC), United States  
Georg-August-Universität Göttingen (GUE), Germany  
Katholieke Universiteit Leuven (KU), Belgium  
Sveinung Landbruksuniversitet (SLU), Sweden  
Universidad Politécnica de Madrid (UPM), Spain  
Università degli Studi della Tuscia (UNITUS), Italy  
Universitat de Bergen (UB), Norway  
University of Gloucestershire (UG), United Kingdom  
University of National and World Economy (UNWE), Bulgaria  
Wageningen University & Research (WUR), Netherlands

**RESEARCH INSTITUTES:**  
Institut Voor Landbouw En Visserijonderzoek (ILVO), Belgium  
Institut National de la Recherche Agronomique (INRA), France  
Institute of Agricultural Economics (IAE), Romania  
Institutul Român de Cercetări Agronomice (IRCA), Romania  
Norsk Biovit (NBV), Norway  
Leibniz-Institut für Agrar- und Ernährungswissenschaften (IAT), Germany

**Challenges and the diverse response**  
Europe's agricultural sector faces a range of economic, environmental and social challenges. The accumulation of these uncertainties and their potentially complex interconnections lead to concerns about the long term viability of production of private and public goods, the sustainability of agricultural systems and the vitality of rural areas. Importantly, these risks and uncertainties differ widely across regions, different types of farms and different farming systems, requiring a differentiated response.

**The aims of SURE-Farm**  
The SURE-farm project comprises six interrelated objectives:  
1. Develop a framework to measure the determinants of the resilience of current and future EU agricultural systems and develop comprehensive scenarios of challenges facing the sector.  
2. Understand farmers' risk behavior and risk management decisions and develop effective and viable risk management strategies and decision support tools.  
3. Develop an improved farm demographic assessment tool based on modelling and participatory approaches and assess the effectiveness and impact of strategies to facilitate entry into the sector and to attract the future generation of farmers.  
4. Develop a policy resilience assessment tool to evaluate the strengths and weaknesses of the existing policy framework, in particular the CAP.  
5. Develop an integrated impact assessment tool to make long-term projections towards the effective delivery of private and public goods by a variety of farming systems across the EU.  
6. Construct roadmaps for implementation, co-developed with public and private actors.

**Elements of SURE-Farm**  
METHODS ALLOWING FOR BETTER UNDERSTANDING OF ADAPTATION AND ITS IMPACTS. Biographical narratives, participatory workshops on collective learning, agent-based modelling with a farm demographic assessment tool, policy analyses with a policy resilience assessment tool and integrated assessments with a complementary set of quantitative and qualitative models.  
THE CO-CREATION WITH STAKEHOLDERS TO GENERATE STRATEGIES THROUGHOUT THE PROJECT. New risk management strategies, improved policies and other resilience-enhancing recommendations are all co-designed and tested with public and private actors. SURE-farm has established a dedicated co-creation platform which ensures that a sufficient critical mass of stakeholders perform this function through all stages of the project.  
INCLUSION OF MULTIPLE CASE STUDY REGIONS ENSURING THAT STRATEGIES MATCH WITH LOCAL CONTEXT AND CHALLENGES. SURE-farm comprises 11 typical farming systems in case study regions:  
• Extensive beef cattle systems in Massif Central (France)  
• Extensive beef and sheep farming (Spain)  
• Intensifying dairy farming (Belgium)  
• High-value egg and broiler farms (Sweden)  
• Private family fruit and vegetable farms (Poland)  
• Intensive arable farming with large amounts of rented land (Netherlands)  
• Large-scale corporate crop farms (England, Germany and Bulgaria)  
• Small scale farms (Italy and Romania)

- Templates: Power point presentation, work documents (deliverables, agenda and minutes) and policy brief templates.

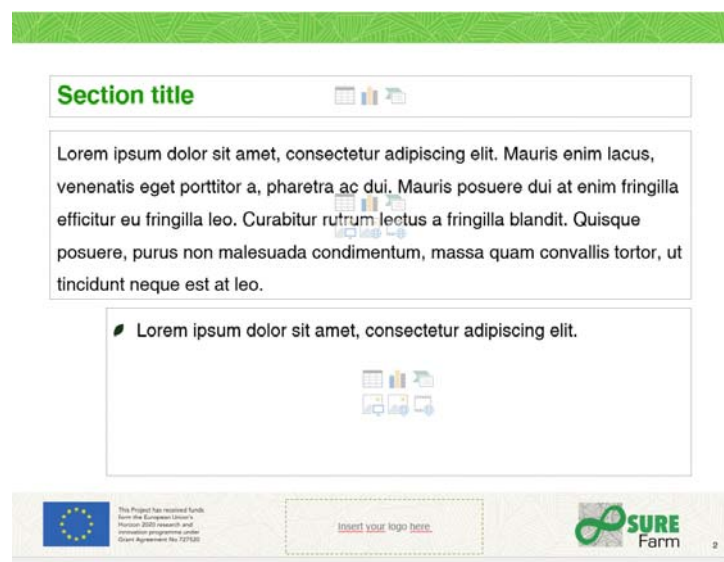


- Infographics:** First infographic was launched the 9<sup>th</sup> October 2017. It explains the project's goals, activities and expected impacts.



Next infographics will vary with content of the scientific findings.

- GIF videos and photos**
- Templates:** Policy Briefs, Slides, Working document, Minutes.



## 6 DISSEMINATION TOOLS

SURE-Farm knowledge suitable for dissemination is:

- The comprehensive scenarios of risks facing European farming sectors and the resilience framework will be openly accessible and of great interest to a wide range of user communities. Uptake will be supported by explanatory videos and social media dissemination.
- Insights into farmers' risk perceptions and risk behavior will be openly accessible and dissemination will be supported through infographics, videos, social media and policy briefs.
- The insights into the determinants of farm demographics will also be openly accessible and broadly disseminated.
- The proposed strategies for risk management, policy designs, roadmaps and recommendations will be openly accessible and widely disseminated.

### 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 virtual co-creation platform 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.

The local co-creation workshops/focus groups 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, 28<sup>th</sup> – 29<sup>th</sup> 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:

Conference /Meeting	Date	Session	Participants
Community of Practice (CoP) on Resilience, Wageningen	6-Jun-17	Presentation on SURE-Farm case study regions (P1)	40 participants
Social science meeting, Wageningen	29-Jun-17	Pitch on SURE Farm project (P1)	200 participants
EAAE conference, Parma	August-17	SURE-Farm poster presentation (P1)	20 participants
EAAE conference, Parma	August-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	<b>P-</b> Resilience framework for EU agriculture	WP1-P2
3	M27	<b>P</b> -Farm demographics and impact on farm structure	WP3-P3
4	M28	<b>P-</b> Farmer adaptive behavior and risk management in EU Agriculture	WP2-P11
5	M30	<b>B-</b> Opportunities for improved risk management for EU agriculture	WP2-P9
6	M34	<b>P-</b> Future developments in farm demographics and structural change in selected regions of the EU	WP3-P12
7	M36	<b>B-</b> Farming opportunities for entrants and young farmers	WP3-P12
8	M37	<b>P-</b> Policy options for resilient farm demographics and farm structural	WP3-P12
9	M38	<b>P-</b> Critical analysis of how current policies constrain / enable resilient EU agriculture	WP4-P1

10	M42	<b>P-</b> The resilience of farming systems in EU under current conditions and future scenarios	WP5-P1
11	M44	<b>P-</b> 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 from M6 to M10. The objectives, scope, instruments and users need to be previously discussed and approved in the quick-off meeting, 28<sup>th</sup> – 29<sup>th</sup> 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

The mid-term scientific seminar will be held the 26-27th September 2019 in the EAAE seminar on Sustainable and Resilient farming systems in the European Union in Bucharest.

## 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):

### D7.3 Dissemination, exploitation and communication plan

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
<b>Online publication and social media</b>																					
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 release  
OP Open access Paper  
TP Tool Protocol



This Project has received funds from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 727520

## 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.



## 9 MS32: FOLLOWING UP THE WEBSITE VISITORS AND SOCIAL MEDIA

### 9.1 SURE-Farm Website. Means of verification. Number of website visitors collected (MS32)

The web site of SURE-Farm was launched the 26<sup>th</sup> September 2017. All partners were informed by email.

The website was presented at the Consortium meeting on 28<sup>th</sup>-29<sup>th</sup> September 2017 and the opinion of the partners about the website were collected.

In October 2017 the website was updated by including the photo and bio of the SURE-Farm team.

The deliverable 7.1 Web- page and project portal, social media accounts and co-creation platform was issued on 29<sup>th</sup> August 2017. It is available in the SURE-Farm intranet (ownCloud\SURE-Farm\9\_Work Packages\WP7\_Dissemination, exploitation and Communication\Deliverables).

Two types of data about the website traffic can be provided: 1) Website traffic provided by website server between the 26<sup>th</sup> of September and the 20<sup>th</sup> of November 2017; and 2) Website traffic provided by Google Analytics between the 21<sup>th</sup> and 28<sup>th</sup> November 2017.

Google Analytics was installed on the 20<sup>th</sup> of November 2017. It is a tool that provides information about the visitors and additional statistics that helps to expand the scope of the website. Google Analytics will be the tool to collect information about the website traffic during the whole project. Follow-up statistics:

- Users: It shows how many users engaged with your site or app.
- Session: It is a group of user interactions with your website that take place within a given time frame.
- Page Views: Total number of pages viewed.
- Bounce Rate: It is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.
- Organic Search: This traffic is defined as visitors coming from a search engine, such as Google or Bing.

More information about Google Analytics (<https://support.google.com/analytics#topic=3544906>)



### 9.1.1 Means of verification- 26<sup>th</sup> September 2017 -28<sup>th</sup> November 2017.

Between the 26<sup>th</sup> of September and the 20<sup>th</sup> of November 2017, the server provides the following statistics:

- The number of visitors is 125. Most of the web visits (97%) have been made from a computer (Macintosh, windows, Linux). The remaining 3% of the visits have been made from a mobiles and tablets.

7 - Browsers						
Hits	Vis.	%	Bandwidth	Data		
2220	28	39.42%	59.29 MiB	Chrome		
2137	6	37.94%	8.48 MiB	Unknown		
763	2	13.55%	12.31 MiB	Firefox		
262	19	4.65%	22.97 MiB	MSIE		
129	57	2.29%	3.62 MiB	Crawlers		
113	9	2.01%	209.00 KiB	Others		
6	2	0.11%	315.43 KiB	Opera		

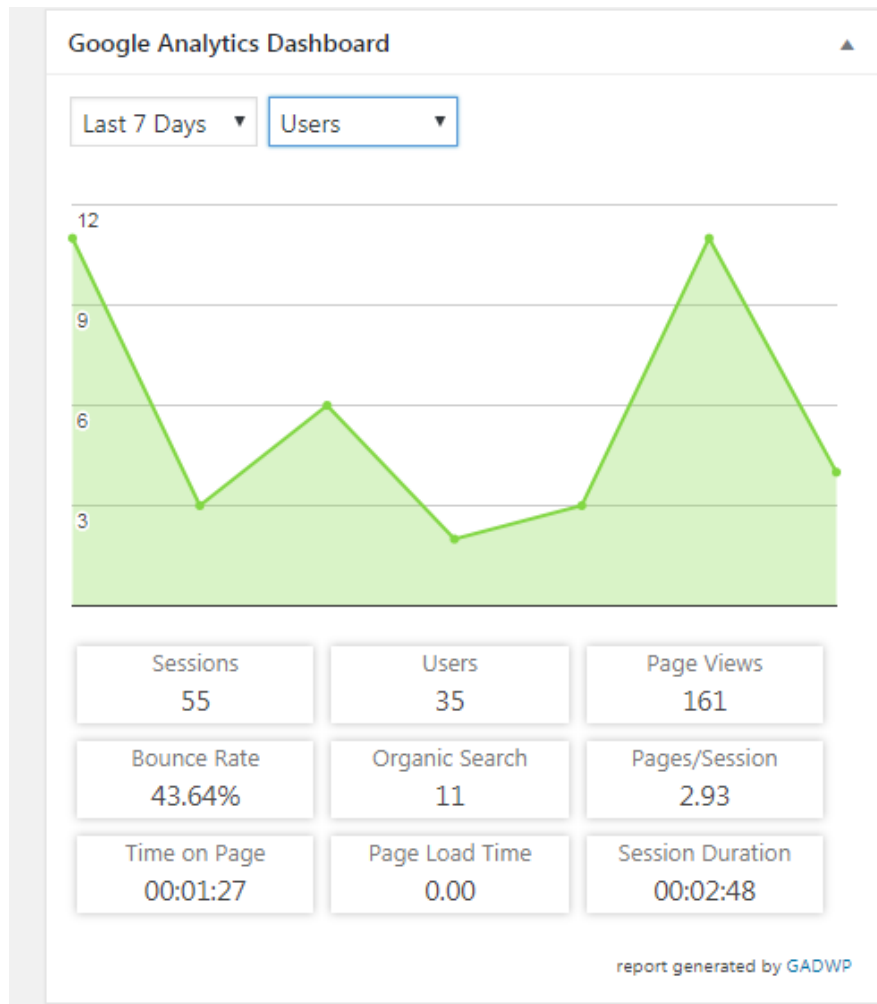
- Regarding the Geo Location of the visitors, most of the visitors are from Europe (95%). Visitors from North America represents the 3% of total visits.

12 - Geo Location						
Hits	Vis.	%	Bandwidth	Data		
5359	66	95.15%	93.31 MiB	EU Europe		
158	51	2.81%	13.69 MiB	NA North America		
9	6	0.16%	129.57 KiB	AS Asia		
1	1	0.02%	52.98 KiB	SA South America		

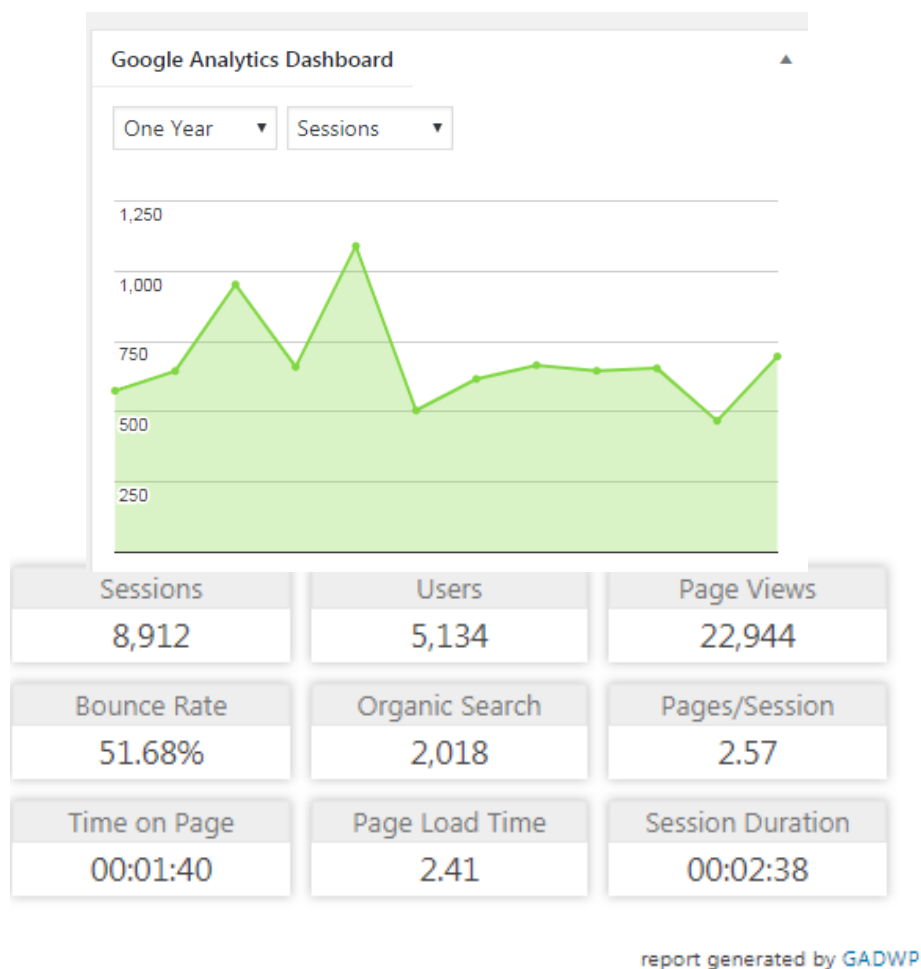




Google analytics provides the following statistics referring to the website traffic between the 21<sup>st</sup> and 28<sup>th</sup> November 2017:



### 9.1.1 Means of verification- 26<sup>th</sup> September 2017 -30<sup>th</sup> January 2018.



## 9.2 SURE-Farm Social media. Means of verification (MS32)

Data from 26<sup>th</sup> September to 30<sup>th</sup> January 2018



## 10 EXPLOITATION STRATEGY

SURE-Farm knowledge suitable for commercial application:

- The entire SURE-Farm framework, in particular the integrated resilience assessment tools, will be considered for exploitation, with a long-term goal to identify a funding system that allows open access for interested users from the public and private sector and civil society organisations.  
The farm demographics assessment tool, the resilience assessment tool (ResAT) and the integrated resilience assessment of farming systems will be available for interested parties. Potential users will require training and this could be offered as a service by the tool creators, together with facilitation of the interactive and participatory elements of the assessment.
- The resilience framework will be openly accessible and of great interest to a wide range of user communities. We will identify funding opportunities to provide training to interested parties, e.g. in cooperation with regional chambers of agriculture, agricultural sector organisations or regional centres for agricultural training and experimentation.
- The new risk management tools for extreme weather risk could be marketed in a flexible manner. The incorporation of grid weather information and crop phenology aspects to reduce spatial and temporal basis risk can feed into new and attractive insurance schemes for EU farmers.

The involvement of actors from the insurance sector in the project will facilitate commercial exploitation of the generated knowledge, in particular the translation of insights in farmers' risk perceptions and risk behaviour into the development of tailored insurance and risk management options for different groups of farmers. The expected broader opportunities for risk management to mitigate the effects of extreme weather events also have the potential to create novel business opportunities. The systematic use of remote sensing data for risk management at meso and macro levels to which we aspire, will generate commercial opportunities for companies in the value chain, capital markets and governments.



Project acronym: SURE-Farm

Project no.: 727520

Start date of project: June 2017

Duration: 4 years

Annex D7.3 -Execution report 01.12.2018-31.05.2020

D7.3: Dissemination, exploitation and communication plan.

Work Performed by Partner 9, Universidad Politécnica de Madrid

(Contact: Bárbara Soriano and Alberto Garrido)

Due date	31 <sup>th</sup> May 2020
Version/Date	To be updated periodically (living document)
Work Package	WP7
Task	T 7.1
Task lead	P9 in close collaboration with P1 and contribution from other partners
Dissemination level	Public



This Project has received funds from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 727520

## INDEX

1	INTRODUCTION .....	3
2	Communication tools. Means of verification. ....	3
2.1	Website traffic means of verification .....	3
2.1.1	Web traffic.....	3
2.1.2	Website downloads statistics .....	4
2.1.3	SURE-Farm new tabs.....	5
2.2	Social media means of verification .....	6
2.2.1	Twitter .....	6
2.2.2	Instagram.....	9
2.2.3	Linkedin.....	9
2.3	Policy /Business briefs communication.....	11
2.3.1	Policy and Business Brief communication activities conducted by SURE-Farm communication team .....	11
2.3.2	Policy and Business Brief communication activities conducted by SURE-Farm partners at national level .....	13
3	DISSEMINATION TOOLS.....	14
3.1	SURE-Farm mid-term scientific seminar .....	14
3.2	Digital co-creation platform .....	15
3.3	Attendance to congress/ conferences and dissemination events .....	19



## 1 INTRODUCTION

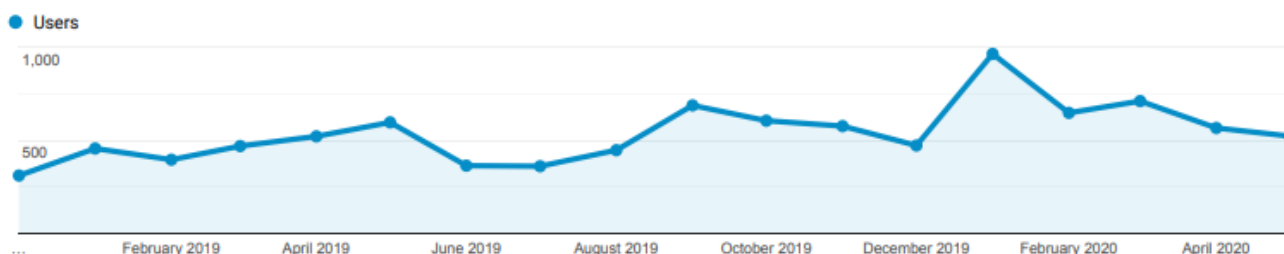
This document is an Annex to the D7.3. Dissemination, exploitation and communication plan. The aim of this document is to show the means of verification of the communication and dissemination activities performed under the dissemination, exploitation and communication plan.

## 2 Communication tools. Means of verification.

### 2.1 Website traffic means of verification

#### 2.1.1 Web traffic

	Users	New users	Sessions	Page views	Bounce rate
Jan-June 2019	2.494	2.408	4.307	11.031	50
July-Dec. 2019	2.880	2.780	4.612	10.291	53
Jan-Dec. 2019	5.374	5.188	8.919	21.322	52
Jan-May. 2020	3.223	3.130	4.597	9.231	59
Jan 2019-May 2020	8.597		13.516	30.553	55,25



## 2.1.2 Website downloads statistics

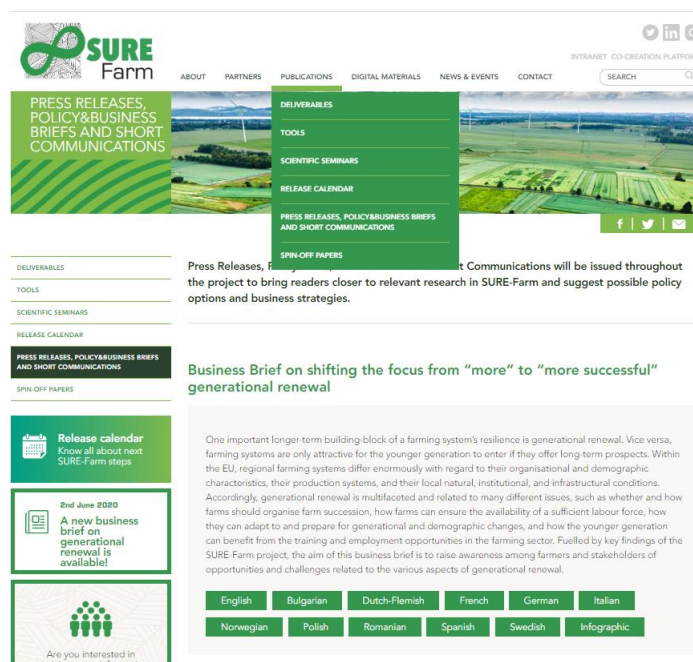
Deliverable/document	Jan.2019- Dec.2019	Jan.2020- May 2020	Jan.2019 - May.2020
D1.1-Resilience-Framework	154	17	171
D1.2-Scenarios-for-EU-farming	71	13	84
D1.3 Report on farm typology and farming systems selection	72	8	80
D1.4-Press-release-on-Resilience-Framework	171	23	194
D1.5 Policy Brief on CAP resilience framework	99	12	111
D2.1-Report-on-farmers-perception-of-risk-and-resilience-capacities	104	8	112
D2.2-Report-on-analysis-of-biographical-narratives-report and annex	66	7	73
D2.3-Report-on-farmers-learning-capacity-and-networks-of-influence	46	7	53
D2.4-Index-insurances-for-grasslands—A-review-for-Europe-and-North-America	8	4	12
D2.5 Policy Brief on farmer adaptive behaviour and risk management in EU agriculture	56	31	87
D2.6-Report-on-state-and-outlook-on-risk-management-in-EU	0	23	23
D2.7-Opportunities-for-improved-risk-management-for-EU-agriculture	30	39	69
D3.1-Report-on-current-farm-demographics-and-trend	79	5	84
D3.2 Report on a qualitative analysis in 11 case-studies	41	8	49
D3.3 Policy Brief on Intergenerational renewal in EU Farming Systems	54	12	66
D3.4-Paper-on-adapting-an-ABM-to-simulate-generational-renewal	31	11	42
D3.5 Report on future farm demographics and structural change in selected regions of the EU	21	13	34
D3.6 Policy brief on future developments in farm demographics and structural change in selected regions of the EU	0	148	148
D4.1-Resilience-Assessment-Tool	87	11	98
D4.2 Assessing how policies enable or constrain the resilience of farming systems in the European Union: Case study results	150	17	167
D4.5 Policy recommendations for strengthening the Common Agricultural Policy's resilience impacts	0	11	11
D5.1-Impact-assessment-tool	77	14	91
D5.2-FoPIA_Participatory impact assessment of sustainability and resilience of EU farming systems.pdf	110	49	159
D5.3 Resilience Assessment of current farming systems across the European Union	13	20	33
D6.1-Case-Reporting-Protocol	33	7	40
EAAE SURE-Farm presentations 2019	46	24	70
EAAE Agenda_Mid-term-Scientific-Seminar	31	9	40
Infographics	100	30	130
Release Calendars	96	44	140
SURE_Farm_flyer&brochure	91	36	127
Translated documents	0	79	79
Country reports	0	51	51
<b>Total downloads Jan 2019-May 2020</b>	<b>1937</b>	<b>791</b>	<b>2728</b>

### 2.1.3 SURE-Farm new tabs

#### ● New tab dedicated to Resilience Framework



#### ● New tab dedicated to Policy/Business Briefs, short communications and press release



## D7.3 Dissemination, exploitation and communication plan

- New tab dedicated to spin-off papers



## 2.2 Social media means of verification

### 2.2.1 Twitter

	Tweets	New followers	Followers	Impressions (K)	Visits	Mentions	Engagement rates
31/01/2019	8	23	438	19,9	168	4	1.8%
28/02/2019	11	23	461	15,6	168	25	1.8%
31/03/2019	13	20	481	24,8	270	22	1.7%
30/04/2019	22	44	525	30,5	440	10	1.7%
31/05/2019	15	21	546	19	191	10	1.9%
30/06/2019	14	25	571	16,8	175	10	1.3%
31/07/2019	13	18	589	18,1	130	10	1.9%
31/08/2019	14	25	614	14,3	107	16	1.7%
30/09/2019	21	53	667	27,2	340	51	1.7%
31/10/2019	14	43	710	17,7	168	16	1.6%
30/11/2019	15	45	755	19	169	10	1.3%
31/12/2019	15	30	785	17,1	211	16	1.9%
31/01/2020	13	17	802	18,3	108	20	1.5%
29/02/2020	13	34	836	22	187	9	1.6%
31/03/2020	14	47	883	16,5	131	16	1.2%
30/04/2020	15	65	948	19,8	245	15	1.3%
31/05/2020	13	14	962	13,7	120	9	1.0%
Jan 2019-May 20	243		962	330,3	3328	269	



(\*) Screenshot-15/06/2020

42 posts on twitter about SURE-Farm deliverables according to the following detail:

Deliverable	Posts on social media
D1.1 Report on resilience framework for EU agriculture	1
D1.2 Report on scenarios for EU farming	2
D1.3 Report on farm typology and farming systems selection	1
D1.4 Press release on resilience framework for EU agriculture	0
D1.5 Policy brief on resilience framework, scenarios and farm typology	1
D2.1 Report on farmers' perceptions of risk, adaptive capacity and resilience	1
D2.2 Report on biographical narratives exploring short- and long-term adaptive behavior of EU farmers	1
D2.3 Report on farmers' collective learning and self-organization	3
D2.4 Open-access paper on the use of remote sensing-based approaches for crop and livestock production	1
D2.5 Policy brief on farmer adaptive behavior and risk management in EU agriculture	3
D2.6 Report on state and outlook for risk management in EU agriculture	4
D2.7 Business brief on opportunities for improved risk management for EU agriculture	3
D3.1 Report on current farm demographics and trends for selected regions	1
D3.2 Report on generational renewal and on occupational choice, cross-sector mobility and spatial migration	3
D3.3 Policy brief on farm demographics and impacts on farm structure	4
D3.4 Open-access paper on the formulation and adaptation of AB models to simulate generational renewal	1
D4.1 Assessment tool (ResAT) to assess the capacity of policies to enhance the resilience of EU farming systems (Protocol).	1
D4.2 Report with the results of the assessment of strengths and weaknesses of the CAP	5
D5.1 Report on IA tool to assess the resilience of farming systems and their delivery of private and public goods (Protocol)	1
D5.2 Report on participatory impact assessments in case study regions	2
D5.3 Report on resilience assessment of current farming systems across the EU	2
D6.1 Case-reporting protocol	1
<b>Total</b>	<b>42</b>



10 twitter accounts supported the communication of SURE-Farm posting 53 tweets (205 likes and 16 retweets) during the referring period.

Account	Subject	Date	Likes	Retweets
@La_UPM	Policy brief on intergenerational renewal. What policies can do?	12/09/2019	10	11
@La_UPM	Policy brief on risk management in EU agriculture	30/01/2020	3	2
@CEIGRAM	SURE-Farm presentation	14/02/2019	3	3
@CEIGRAM	SURE-Farm presentation	14/02/2019	1	0
@CEIGRAM	SURE-Farm presentation	03/04/2019	3	2
@CEIGRAM	SURE-Farm presentation	03/04/2019	3	2
@CEIGRAM	Policy brief on intergenerational renewal. What policies can do?	05/09/2019	5	2
@CEIGRAM	SURE-Farm presentation	05/09/2019	8	5
@CEIGRAM	SURE-Farm presentation	09/09/2019	5	2
@CEIGRAM	SURE-Farm presentation	27/09/2019	5	3
@CEIGRAM	SURE-Farm presentation/Job position	10/10/2019	4	3
@CEIGRAM	SURE-Farm presentation	05/11/2019	8	5
@CEIGRAM	SURE-Farm presentation	08/11/2019	9	7
@CEIGRAM	SURE-Farm presentation	14/11/2019	7	3
@CEIGRAM	SURE-Farm presentation	12/12/2019	13	8
@CEIGRAM	Key steps and dynamics of family farm succession in marginal extensive livestock fa	04/05/2020	6	2
@CCRI_UK	Short communication on Farm demographic and structural changes across Europe	17/07/2019	1	0
@CCRI_UK	SURE-Farm presentation	14/08/2019	4	0
@CCRI_UK	A framework to assess the resilience of farming systems	29/08/2019	11	5
@CCRI_UK	Policy brief on intergenerational renewal. What policies can do?	03/09/2019	2	2
@CCRI_UK	Policy brief on intergenerational renewal. What policies can do?	04/09/2019	7	3
@CCRI_UK	Policy brief on intergenerational renewal. What policies can do?	06/09/2019	5	2
@CCRI_UK	SURE-Farm presentation	23/09/2019	3	3
@CCRI_UK	SURE-Farm presentation	23/09/2019	3	0
@CCRI_UK	SURE-Farm presentation	24/09/2019	2	1
@CCRI_UK	Policy brief on intergenerational renewal. What policies can do?	09/10/2019	3	0
@CCRI_UK	SURE-Farm presentation	16/10/2019	6	2
@CCRI_UK	SURE-Farm presentation	16/10/2019	2	0
@CCRI_UK	Policy brief on risk management in EU agriculture	12/11/2019	7	3
@CCRI_UK	Business brief on opportunities for improved risk management for EU agriculture	12/12/2019	5	8
@CCRI_UK	Report on state and outlook for risk management in EU agriculture	05/02/2020	1	0
@ILVOvlaanderen	Policy brief on intergenerational renewal. What policies can do?	18/09/2019	8	4
@SteGillman	SURE-Farm presentation	19/09/2019	10	4
@ARC2020eu	Report with the results of the assessment of strengths and weaknesses of the CAP	11/03/2019	10	12
@ARC2020eu	SURE-Farm presentation	27/03/2019	8	2
@ARC2020eu	Report with the results of the assessment of strengths and weaknesses of the CAP	01/04/2019	3	2
@FarmingFutures	Policy brief on risk management in EU agriculture	24/09/2019	4	1
@FarmingFutures	Business brief on opportunities for improved risk management for EU agriculture	13/12/2019	3	0
@FarmingFutures	Business brief on opportunities for improved risk management for EU agriculture	30/12/2019	4	2
@FarmingFutures	A framework to assess the resilience of farming systems	31/01/2020	0	0
@RobertFinger1	Paper on resilience framework	21/10/2019	6	3
@RobertFinger1	Paper on insuring crops from space	05/09/2019	14	3
@RobertFinger1	SURE-Farm presentation	07/02/2019	11	3
@RobertFinger1	Policy brief on risk management in EU agriculture	23/09/2019	18	12
@RobertFinger1	Consortium meeting in Viterbo	09/04/2019	17	3
@RobertFinger1	Paper on resilience framework	15/08/2019	32	20
@RobertFinger1	Paper on resilience framework	21/10/2019	6	2
@RobertFinger1	Scientific seminar	19/03/2019	3	2
@erikmathijs	Spin-off paper on socio-economic pathways	16/10/2019	4	3
@erikmathijs	Paper on resilience framework	14/08/2019	10	12
@erikmathijs	SURE-Farm presentation	11/02/2019	2	1
@iamoLeibniz	SURE-Farm presentation/Job position	15/01/2019	1	3
@WautersErwin	Policy brief on intergenerational renewal. What policies can do?	03/09/2019	11	3
		53	205	116



### 2.2.2 Instagram

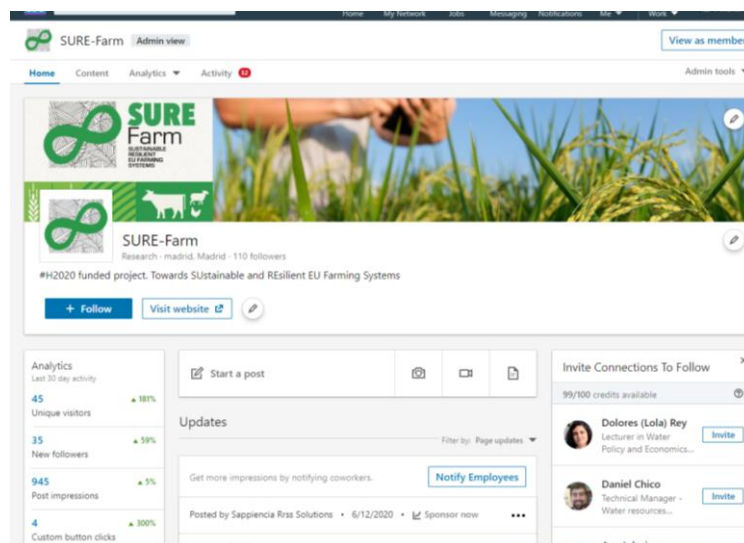
	New posts	Posts	New followers	Followers	New followings	Followings	New likes	Likes
31-03-19	29	29	65	65	23	23		
30-04-19	7	36	8	73	-3	20	594	594
31-05-19	9	45	2	75	0	20	151	745
30-06-19	6	51	1	76	0	20	57	802
31-07-19	3	54	-1	75	0	20	24	826
31-08-19	17	71	-1	74	2	22	87	913
30-09-19	9	80	6	80	0	22	61	974
31-10-19	9	89	2	82	3	25	56	1030
30-11-19	13	102	1	83	8	33	78	1108
31-12-19	9	111	2	85	20	53	60	1168
31-01-20	6	117	23	108	35	88	49	1217
28-02-20	9	126	7	115	-1	87	151	1368
27-03-20	5	131	11	126	50	137	49	1417
24-04-20	9	140	15	141	14	151	60	1477
22-05-20	11	151	12	153	0	151		



(\*) Screenshot-15/06/2020

### 2.2.3 LinkedIn

Month	Views	New Followers	Total followers	Posts	Impressions	Engagement Rate
31/01/2020	4	1		-	-	-
28/02/2020	23	2		-	-	-
31/03/2020	34	8		8	750	11,60%
30/04/2020	36	7		5	733	9,69%
31/05/2020	67	37		4	869	7,71%
Jan-May 2020	164	55	93	17	2352	



(\*) Screenshot-15/06/2020

## D7.3 Dissemination, exploitation and communication plan

### 2.3 Policy /Business briefs communication

#### 2.3.1 Policy and Business Brief communication activities conducted by SURE-Farm communication team

#### D3.3.Policy brief on intergenerational renewal. What policies can do?

SURE-Farm WEBSITE		TWITTER					INSTAGRAM			LINKED IN			Websites	
Publication date	Downloads	# Times published	Account	Publication dates	# likes	#retweet	# Times published	Publication dates	# likes	# Times published	Publication dates	# likes	Link	Language
02/09/2019	66	12	@surefarmproject	03/09/2019	30	28	3	03/09/2019	23	2	06/03/2020	5	<a href="http://agricultura.gencat.cat/ca/depa">http://agricultura.gencat.cat/ca/depa</a>	Catalan
			@surefarmproject	09/09/2019	8	10		09/09/2019	8		01/11/2019	4	<a href="https://research4committees.blog/20">https://research4committees.blog/20</a>	English
			@surefarmproject	29/10/2019	5	4		27/11/2019	4				<a href="http://www.ccri.ac.uk/surefarmbrief/">http://www.ccri.ac.uk/surefarmbrief/</a>	English
			@surefarmproject	27/11/2019	19	8							<a href="https://www.ambientum.com/ambie">https://www.ambientum.com/ambie</a>	Spanish
			@surefarmproject	09/10/2019	9	5							<a href="https://www.upm.es/?id=60073364c">https://www.upm.es/?id=60073364c</a>	Spanish
			@ILVOvlaanderen	18/09/2019	8	4								
			@La_UPM	12/09/2019	10	11								
			@CEIGRAM	05/09/2019	5	2								
			@CCRI_UK	03/09/2019	2	2								
			@CCRI_UK	04/09/2019	7	3								
			@CCRI_UK	06/09/2019	5	2								
			@CCRI_UK	09/10/2019	3	0								
			@WautersErwin	03/09/2019	11	3								
	66				122	82	3		35	2		9		

#### D2.5.Policy brief on risk management in EU agriculture

SURE-Farm WEBSITE		TWITTER					INSTAGRAM			LINKED IN			Websites	
Publication date	Downloads	# Times published	Account	Publication dates	# likes	#retweet	# Times published	Publication dates	# likes	# Times published	Publication dates	# likes	Link	Language
23/09/2019	87	8	@surefarmproject	23/09/2019	18	15	3	23/09/2019	17	1	06/03/2020	5	<a href="https://research4committees.blog/20">https://research4committees.blog/20</a>	English
			@surefarmproject	08/10/2019	11	4		08/10/2019	9				<a href="http://www.etsiab.upm.es/?id=0b0">http://www.etsiab.upm.es/?id=0b0</a>	Spanish
			@surefarmproject	12/11/2019	10	6		12/11/2019	6				<a href="https://www.iagua.es/noticias/univer">https://www.iagua.es/noticias/univer</a>	Spanish
			@RobertFinger1	23/09/2019	18	12							<a href="http://www.ccri.ac.uk/surefarmbrief/">http://www.ccri.ac.uk/surefarmbrief/</a>	English
			@CCRI_UK	12/11/2019	7	3								
			@ClubInnovAgri	31/01/2020	3	2								
			@La_UPM	30/01/2020	3	2								
			@FarmingFutures	24/09/2019	4	1								
	87	8			74	45	3		32	1		5		

### D7.3 Dissemination, exploitation and communication plan

#### D2.7. Business brief on opportunities for improved risk management for EU agriculture

SURE-Farm WEBSITE		TWITTER					INSTAGRAM			LINKED IN			Websites	
Publication date	Downloads	# Times published	Account	Publication dates	# likes	#retweet	# Times published	Publication dates	# likes	# Times published	Publication dates	# likes	Link	Language
11/12/2019	69	5	@surefarmproject	11/12/2019	12	7	2	11/12/2019	6	1	30/03/2020	2	<a href="https://www.upm.es/?id=1aad98802">https://www.upm.es/?id=1aad98802</a>	Spanish
			@surefarmproject	16/12/2019	8	7		08/01/2020	12				<a href="https://www.iagua.es/noticias/univer">https://www.iagua.es/noticias/univer</a>	Spanish
			@surefarmproject	08/01/2020	10	8							<a href="https://www.agronegocios.es/el-proy">https://www.agronegocios.es/el-proy</a>	Spanish
			@CCRI_UK	12/12/2019	5	8							<a href="http://www.upm.es/sfs/Rectorado/G">http://www.upm.es/sfs/Rectorado/G</a>	Spanish
			@FarmingFutures	30/12/2019	4	2								
			@FarmingFutures	13/12/2019	3	0								
69		5			42	32	2		18	1		2		

#### D 3.6. Policy brief on future farm demographics

SURE-Farm WEBSITE		TWITTER					INSTAGRAM			LINKED IN			Websites	
Publication date	Downloads	# Times published	Account	Publication dates	# likes	#retweet	# Times published	Publication dates	# likes	# Times published	Publication dates	# likes	Link	Language
01/04/2020	148	2	@surefarmproject	02/04/2020	7	4	1	02/04/2020	11	1	02/04/2020	6	<a href="http://www.etsiaab.upm.es/Centro/C">http://www.etsiaab.upm.es/Centro/C</a>	Spanish
			@surefarmproject	20/04/2020	5	3								
148		2			12	7	1		11	1		6		

## 2.3.2 Policy and Business Brief communication activities conducted by SURE-Farm partners at national level

Partner	Deliverable	Date	Communication activity
UNWE	D2.7.Business Brief on Improved Risk Management	01/12/2019	Email: colleagues from UNWE, Agricultural University in Plovdiv, Trakia University in Stara Zagora, Economic university in Varna, Institute of Agricultural Economics, Agricultural Academy, Ministry of Agriculture, Food and Forestry, National Agricultural Advisory Services, National association of agricultural producers, Grain producers organization, online journal Agrozona, private consultants and farmers.
UPM	D3.3.Policy Brief on farm demographics and impacts on farm structure	05/09/2019	<a href="http://www.ceigram.upm.es/blog/2019/09/05/proyecto-sure-farm-nuevo-informe-de-politicas-sobre-renovacion-intergeneracional/">http://www.ceigram.upm.es/blog/2019/09/05/proyecto-sure-farm-nuevo-informe-de-politicas-sobre-renovacion-intergeneracional/</a>
UPM	D3.3.Policy Brief on farm demographics and impacts on farm structure	12/09/2019	<a href="http://www.etsiaab.upm.es/Centro/Gabinete_de_Comunicacion/NoticiasActualidad?id=a082d7fde7e3d610VgnVCM10000009c7648a___&amp;fmt=detail&amp;prefmt=articulo">http://www.etsiaab.upm.es/Centro/Gabinete_de_Comunicacion/NoticiasActualidad?id=a082d7fde7e3d610VgnVCM10000009c7648a___&amp;fmt=detail&amp;prefmt=articulo</a>
UPM	D3.3.Policy Brief on farm demographics and impacts on farm structure	13/09/2019	<a href="https://www.agronegocios.es/proyecto-europeo-sure-farm-los-cambios-en-la-pac-seran-claves-para-la-supervivencia-del-campo/">https://www.agronegocios.es/proyecto-europeo-sure-farm-los-cambios-en-la-pac-seran-claves-para-la-supervivencia-del-campo/</a>
UPM	D3.3.Policy Brief on farm demographics and impacts on farm structure	01/11/2019	<a href="http://www.etsiaab.upm.es/sfs/ETSIAB/Gabinete%20de%20Comunicacion/Savia/Savia%20NOVIE%20MBRE%20web.pdf">http://www.etsiaab.upm.es/sfs/ETSIAB/Gabinete%20de%20Comunicacion/Savia/Savia%20NOVIE%20MBRE%20web.pdf</a>
UPM	D3.3. Policy Brief on farm demographics and impacts on farm structure	15/11/2019	<a href="http://www.etsiaab.upm.es/Centro/Gabinete_de_Comunicacion/NoticiasActualidad?id=8150157521e6e610VgnVCM10000009c7648a___&amp;fmt=detail&amp;prefmt=articulo">http://www.etsiaab.upm.es/Centro/Gabinete_de_Comunicacion/NoticiasActualidad?id=8150157521e6e610VgnVCM10000009c7648a___&amp;fmt=detail&amp;prefmt=articulo</a>
UPM	D2.5.Policy brief on farmer adaptive behavior and risk management in EU agriculture	27/01/2020	<a href="http://www.upm.es/UPM/SalaPrensa/Noticias?fmt=detail&amp;prefmt=articulo&amp;id=1aad98802a7df610VgnVCM10000009c7648a___">http://www.upm.es/UPM/SalaPrensa/Noticias?fmt=detail&amp;prefmt=articulo&amp;id=1aad98802a7df610VgnVCM10000009c7648a___</a>
UPM	D2.7.Business Brief on Improved Risk Management	30/01/2020	<a href="https://www.agronegocios.es/el-proyecto-sure-farm-identifica-cuatro-ejes-de-actuacion-para-mejorar-la-gestion-de-riesgos-agrarios/">https://www.agronegocios.es/el-proyecto-sure-farm-identifica-cuatro-ejes-de-actuacion-para-mejorar-la-gestion-de-riesgos-agrarios/</a>
UPM	D2.7.Business Brief on Improved Risk Management	29/02/2020	<a href="https://www.iagua.es/noticias/universidad-politecnica-madrid/gestion-riesgos-clave-sostenibilidad-y-resiliencia">https://www.iagua.es/noticias/universidad-politecnica-madrid/gestion-riesgos-clave-sostenibilidad-y-resiliencia</a>
UPM	D2.7.Business Brief on Improved Risk Management	11/03/2020	<a href="http://www.etsiaab.upm.es/?id=0b031b66d59c0710VgnVCM10000009c7648a___&amp;prefmt=articulo&amp;fmt=detail">http://www.etsiaab.upm.es/?id=0b031b66d59c0710VgnVCM10000009c7648a___&amp;prefmt=articulo&amp;fmt=detail</a>
UNWE	D3.3. Policy Brief on farm demographics and impacts on farm structure	01/11/2019	<a href="https://www.linkedin.com/posts/mariya-peneva-57742728_policy-brief-on-intergenerational-renewal-activity-6577435874840068096-3lhX">https://www.linkedin.com/posts/mariya-peneva-57742728_policy-brief-on-intergenerational-renewal-activity-6577435874840068096-3lhX</a>
CCRI	D2.7.Business Brief on Improved Risk Management	12/12/2019	<a href="https://twitter.com/CCRI_UK/status/1205089096735043584">https://twitter.com/CCRI_UK/status/1205089096735043584</a>
UNITUS	D2.7.Business Brief on Improved Risk Management	dec/2019	CREA (Consiglio Nazionale per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria): the director (Roberto Henke) and Crescenzo Dell'Aquila were informed (December, 2019)
UNITUS	D2.7.Business Brief on Improved Risk Management	21/01/2020	Workshop FoPIA-SURE Farm 2. 21 January 2020 in Viterbo: addressed to 14 stakeholders of the Hazelnut farming system
UNITUS	D2.7.Business Brief on Improved Risk Management	jan/2020	President of the Ordine dei Dottori Agronomi e Forestali della Regione Umbria who also write on the Journal "Terra e Vita" (January 2020)
UNITUS	D2.7.Business Brief on Improved Risk Management	30/jan/2020	Angelo Frascarelli: Professor of economics in agriculture at the University of Perugia (meeting in Perugia )
UNITUS	D2.7.Business Brief on Improved Risk Management	dec/2019	ISMEA (Istituto di Servizi per il Mercato Agricolo Alimentare) in Rome, to Camillo Zaccarini Bonelli
UNITUS	D2.7.Business Brief on Improved Risk Management	dec/2019	Social media: Twitter and Facebook' personal pages of the Italian team people

### 3 DISSEMINATION TOOLS

#### 3.1 SURE-Farm mid-term scientific seminar

The number of people attending the mid-term scientific plenary session and presentation sessions varied between 25-45 attendants. The following table shows the number of the visualizations of the videos uploaded on the SURE-Farm website and youtube.

Presentations	Video Visualizations
<a href="#">On theoretical challenges to assess the resilience of farms and farming systems. Ika Darnhofer, University of Natural Resources and Life Sciences.</a>	19
<a href="#">Resilience of farming systems; how to measure a multi-dimensional concept. Miranda Meuwissen, Wageningen University and Research.</a>	18
<a href="#">Perceived resilience capacities across EU farmers. Alisa Spiegel, Wageningen University and Research.</a>	18
<a href="#">Understanding European farm demographic change processes and influencing factors – qualitative findings from a multiple case study approach. Isabeau Coopmans, Instituut Voor Landbouw En Visserijonderzoek, ILVO.</a>	11
<a href="#">The role of agricultural risk management in strengthening farming systems' resilience: Results from a multi-scale co-creation approach. Bárbara Soriano, Universidad Politécnica de Madrid.</a>	24
<a href="#">How do the CAP and its national implementations enable or constrain the resilience of farming systems in the European Union? A comparative assessment. Peter H. Feindt, Humboldt University at Berlin</a>	18
<a href="#">Generational Renewal and European agriculture: a resilience analysis from agent based simulations. Christine Pitson, Leibniz-Institut für Agrarentwicklung in Transformationsökonomien, IAMO.</a>	25
<a href="#">A dynamic perspective to farming system resilience and its trade-offs. Hugo Herrera, University of Bergen</a>	5
<a href="#">Participatory impact assessment of sustainability and resilience across farming systems in the European Union. Wim Pass, Wageningen University and Research</a>	53
<a href="#">Role of learning in adapting to changes. A case study regarding the small mixed farms in Nord-Est region of Romania. Monica-Mihaela Tudor, Institute of Agricultural Economics, Romanian Academy, Romania</a>	10
	201

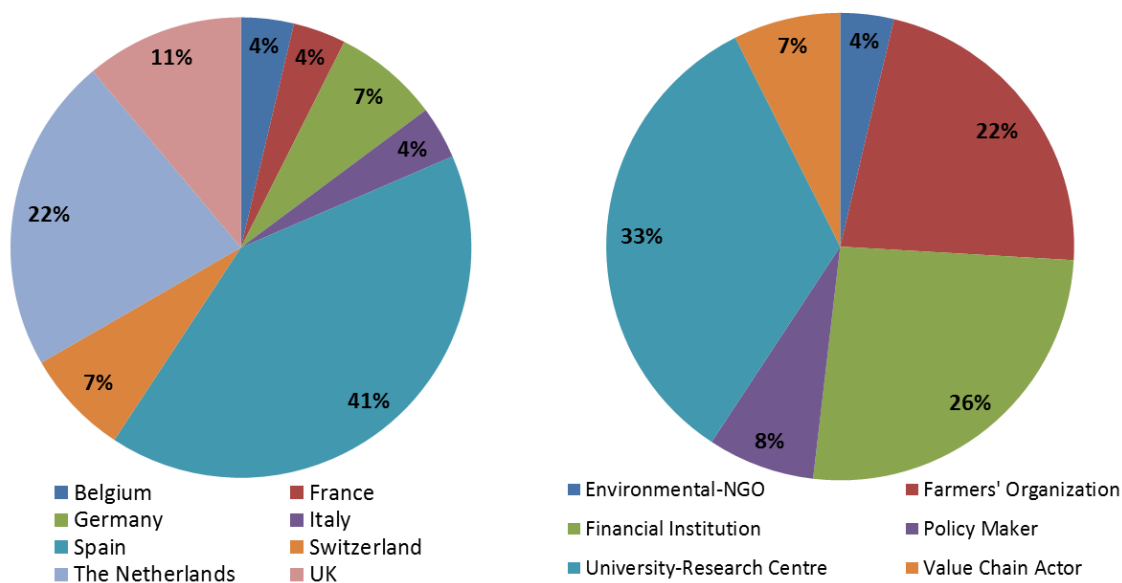


During the mid-term seminars, recorded interviews with participants were conducted, edited and posted on social media. The following table shows the dates of the posts on twitter, retweets and likes:

Dates of the posts on twitter	Retweets	Likes
16/10/2019	4	12
18/10/2019	5	13
22/10/2019	5	13
28/10/2019	4	12
31/10/2019		4
05/11/2019	1	5
08/11/2019	1	1
13/11/2019	9	13
18/11/2019		4
27/11/2019	8	19
20/12/2019	8	15
26/12/2019	3	8
03/01/2020	1	9
05/02/2020	6	7
19/02/2020	5	5
17/03/2020	3	7
19/03/2020		3
16/04/2020	1	3
24/04/2020		3
07/05/2020	2	3
15/05/2020	2	5
<b>21 posts</b>	<b>68</b>	<b>164</b>

### 3.2 Digital co-creation platform

97 European stakeholders in the EU agricultural sector were contacted by e-mail, of which 60 logged into the virtual co-creation platform and 27 actively participated in the virtual co-creation platform activities



The stakeholders' participation is summarized in the following tables:

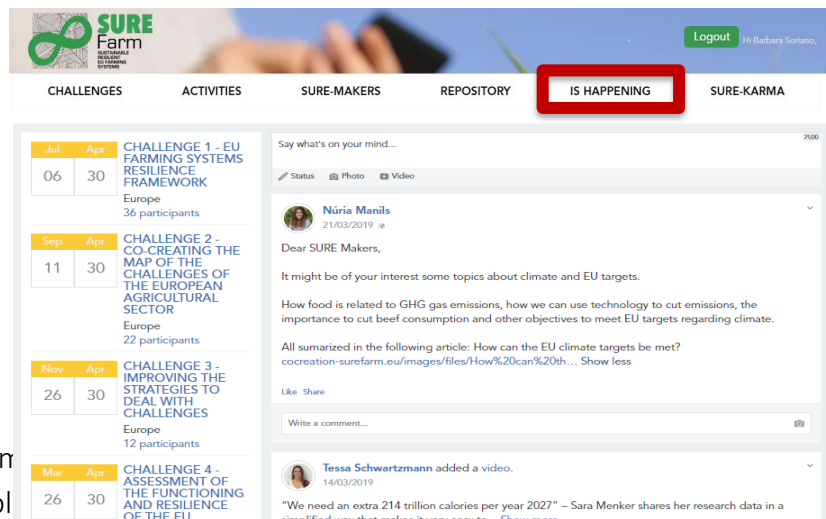
	Starting date	# Linked Participants	# Activity Participants	Participants in the platform	# Activities
Challenge 1	06.07.18	33	20	35	4
Challenge 2	11.09.18	26	14	28	3
Challenge 3	26.11.18	16	14	20	4
Challenge 4	26.03.19	17	15	17	3
Challenge 5	17.09.19	8	5	9	5

ACTIVITIES						
	Starting date	# Participants in the platform	# Participants	# Responses	Estimated time (min)	Average time (min)*
Challenge 1						
Activity 1.1	06.07.18	23	18	19	15	25 ± 15
Activity 1.2	06.07.18	20	12	12	15	19 ± 16
Activity 1.3	06.07.18	19	14	14	15	16 ± 23
Activity 1.4		5	1	Discussion	-	-
Challenge 2						
Activity 2.1	11.09.18	26	24	24	20	11 ± 6 **
Activity 2.2	02.10.18	16	16	16	15	4 ± 1
Activity 2.3		7	4	Discussion	-	-

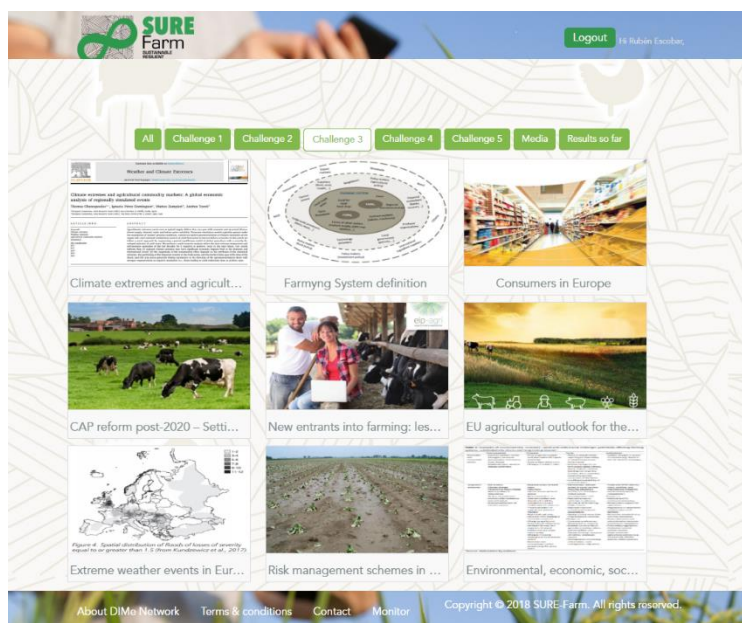
<b>Challenge 3</b>						
Activity 3.1	26.11.18	15	11	24	15	19 ± 18
Activity 3.2	10.12.18	11	10	18	15	42 ± 51
Activity 3.3	20.02.19	8	7	8	15	16 ± 10
Activity 3.4	20.02.19	10	8	8	15	30 ± 26
<b>Challenge 4</b>						
Activity 4.1	26.03.19	16	13	15	15	16 ± 19
Activity 4.2	26.03.19	11	10	12	15	13 ± 19
Activity 4.3	26.03.19	6	5	5	15	33 ± 26
<b>Challenge 5</b>						
Activity 5.1	16.09.19	9	5	5	15	30 ± 31
Activity 5.2	16.09.19	6	4	4	15	23 ± 34
Activity 5.3	16.09.19	4	3	3	15	32 ± 50
Activity 5.4	08.11.19	2	2	2	15	14 ± 11
Activity 5.5	08.11.19	2	2	2	15	8 ± 4

The activities towards increasing the engagement of the participants in the co-creation platform are:

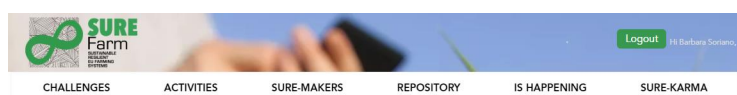
- Providing the participants with reports, papers and videos about key issues of the agricultural sector. 52 news were posted on the co-creation platform.



- The documentation of the co-creation platform is available on the co-creation platform.
- The documentation of the co-creation platform is available on the co-creation platform.



- Defining a participation ranking (Karma) to encourage the stakeholders to increase their participation and ranks.



#### Participants earn points according to their participation in the platform

	SURE-Karma points
Participation in activity	500
Participation in a discussion	300
Posting a comment on the Is Happening wall	300
Replying to a post or comment on the Is Happening wall	200
Bringing a new participant	100
Updating profile photo	100
Joining a challenge	100
"Liking" a comment or post	50

- Defining participation prizes 4 prizes to the best and active participants. The resolution of all the activities and the level of Karma of each one of the participants were evaluated. The resolution of the activities must be consistent and appropriate to the content. The prizes were awarded the following dates:

- First and second prizes, 500 € award May 2019.
- Third and fourth prizes 500 € award, December 2020.

### **3.3 Attendance to congress/ conferences and dissemination events**

The project, the developed tools and main findings are presented at national, European and international congress. The scope of congress participation is summarized in the following Table of outreach.

### D7.3 Dissemination, exploitation and communication plan

Conference /Meeting	Date	Session	Participants
Uppsala EAAE seminar, M.Meuwissen	07/02/2019	A behavioural perspective on resilience of farming systems	50
Presentation PhD students @ Wageningen University, M. Meuwissen	11/02/2019	SURE-Farm framework	25
Stakeholder workshop in Widniówka, Poland (FoPIA 1)	06/03/2019	Presentation of the SURE-Farm project to stakeholders	20
93rd Annual Conference, Warwick University, Coventry, UK	15-17 April 2019	Poster paper "Farm business resilience in East Anglia: a biographical narrative analysis" (Nicholas, Midmore and Fowler) delivered at the 93rd Annual Conference, April 15-17, 2019, Warwick University, Coventry, UK	25
4TU DeSIRE conference on Resilience Engineering; Building Connections for Resilience Engineering Solutions, University of Twente, the Netherlands, Meuwissen, Keynote	07/06/2019	"The resilience of EU farming systems"	60
XXIV Workshops of Agricultural Economists, Krasnobród, Poland	10/06/2019	Presentation "Analysis of farming system's resilience based on horticulture sector in Poland" by Vitaliy Krupin (IRWiR PAN)	30
Sure-farm stakeholder workshop, Merelbeke, Flanders	05/09/2019	presentation: Index-gebaseerde weersverzekeringen. W. Vroege, E. Wauters, R. Finger	25
Congreso de Economía Agraria. La sostenibilidad agroterritorial desde la Europa Atlántica	05/09/2019	Las estrategias de gestión de riesgos y la sostenibilidad de la ganadería extensiva en España by Bárbara Soriano	15
171th EAAE Seminar- Measuring and evaluating farm income and well-being of farm families in Europe. Towards a shared and broader approach for analysis and policy design, Tänikon, Switzerland	05/09/2019	Insuring crops from space - a soil moisture approach based on satellites. W. Vroege, J. Bucheli, T. Dalhaus, M. Hirschi, R. Finger	50



### D7.3 Dissemination, exploitation and communication plan

173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Potential impacts and financial sustainability of the Income Stabilization Tool. An application to hazelnut production in Italy by Severini Simone; <a href="#">Cinzia Zinnanti</a> ; <a href="#">Emanuele Schimmenti</a>	18
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Exploring attributes of resilience: robustness, adaptability and transformation in European farmer narratives Nicholas-Davies P., Fowler S., Midmore P., Coopmans I., Draganova M., Petitt A. and Senni S.	18
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	The role of agricultural risk management in strengthening farming systems' resilience: results from a multi-scale co-creation approach by Bárbara Soriano	18
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	A dynamic perspective to farming system resilience and its trade-off by Hugo Herrera and Birgit Kopainsky	18
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Perceived resilience capacities across EU farmers by Alisa Spiegel	18
Conference EAAP 2019 - Ghent, Belgium	27/08/2019	Presentation: Assessing and comparing social and biophysical trade-offs in an extensive beef cattle system region. F. Accatino, D. Neumeister, M. Tichit. Session about livestock and social perceptions	50
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	27/09/2019	Presentation: The adaptability of an extensive beef cattle system to contrasted social preferences - coupling multi-objective analysis and a participatory approach. F. Accatino, D. Neumeister, W. Paas, A. Tonda, P. Reidsma.	15
Ecosystem services partnership 2018 regional conference, San Sebastian, Spain	16/10/2019	Presentation: Multifunctionality of ecosystem services and resilience attributes in a gradient of agroecosystems across Europe. C Pinsard, F. Accatino, M. Tichit	40



### D7.3 Dissemination, exploitation and communication plan

Topsector meeting 'High Risk', World Horti Center, Naaldwijk, The Netherlands, Meuwissen.	07/11/2019	Resilience in 11 EU regions	40
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Spoken paper "How farmers' life stories can help to understand their management of critical decision point" (Nicholas, Midmore and Fowler) presented at the 173rd EAAE Seminar on Sustainable and resilient farming systems in the EU, Bucharest, 26-27 September 2019.	25
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Presentation: A participatory assessment of the sustainability and resilience of EU farming systems. W.H. Paas, Francesco Accatino, Franziska Appel, Isabel Barbaji, Isabeau Coopmans, Paul Courtney, Camelia Gavrilescu, Florian Heinrich, Vitaly Krupin, Gordana Manevska-Tasevska, Mariya Peneva, Jens Rommel, Simone Severini, Bárbara Soriano, Julie Urquhart, Erwin Wauters, Katarzyna Zawalińska, M.P.M. Meuwissen, P. Reidsma	25
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Presentation: Stakeholder assessment of the resilience of the Flemish dairy farming system - An application of the FoPIA-SureFarm method. Coopmans Isabeau, J. Bijttebier, Becking Jorrit, W.H. Paas, P. Reidsma, Erwin Wauters	25
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Understanding European farm demographic change processes and influencing factors – qualitative findings from a multiple case study approach. Isabeau Coopmans, J. Dessein, J. Bijttebier, F. Accatino, F. Antonioli, C. Gavrilescu, P. Gradziuk, G. Manevska-Tasevska, M. Meuwissen, M. Peneva, A., B. Soriano, J. Urquhart, E. Wauters	
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	27/09/2019	Insuring crops from space - a soil moisture approach based on satellites. W. Vroege, J. Bucheli, T. Dalhaus, M. Hirschi, R. Finger	25



### D7.3 Dissemination, exploitation and communication plan

Department of Land Economy, University of Cambridge	16/10/2019	“Exploring Attributes of Resilience: Robustness, Adaptability and Transformation in East Anglian Farmer Narratives” (Nicholas, Midmore and Fowler) to the Department of Land Economy, University of Cambridge, 16 October 2019	25
IV KNOWLEDGE AND INNOVATION FORUM (IV FORUM WIEDZY I INNOWACJI), Warsaw, Poland	13-14.11.2019	Presentation of the SURE-Farm poster by Katarzyna Bańkowska and Błażej Jendrzewski (IRWiR PAN)	200
CERS IE-HAS Conference "Transition in Agriculture – Agricultural Economics in Transition XVI", Budapest, Hungary	15/11/2019	Presentation "Resilience of horticulture farming in Poland: SURE-Farm H2020 approach and collected evidence" by Vitaliy Krupin (IRWiR PAN)	40
Stakeholder workshop in Puławy, Poland (FoPIA 2)	29/11/2019	Presentation of the SURE-Farm project to stakeholders	12
Meeting with insurers and researchers before the XII Convegno Nazionale su Gestione del rischio in agricoltura - Assisi (PG)	30/01/2020	Potential impacts and financial sustainability of the Income Stabilization Tool. An application to hazelnut production in Italy by Severini Simone; <a href="#">Cinzia Zinnanti</a> ; <a href="#">Emanuele Schimmenti</a>	40
Newbie H2020 event 'New entrants and their environments for dialogue'	04/02/2020	Presentation & group discussion: Factors that influence farm entry, exit, non-entry and non-exit decisions (Moderator: Isabeau Coopmans)	15
Meeting with stakeholders (for the French case study)	14/02/2019	Presentation of the SURE-Farm project to stakeholders before the French FoPIA-SURE-Farm workshop 1	30
ECPR General Conference 2019, Wroclaw, Poland	06/09/2019	Framework for Assessing Policy Influence on Resilience: A Case Study of the EU's Common Agricultural Policy in De Veenkoloniën, the Netherlands. Buitenhuis, Y., Candel, J. J. L., Termeer, C. J. A. M., & Feindt, P. H.	
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union	26/09/2019	Framework for Assessing Policy Influence on Resilience: A Case Study of the EU's Common Agricultural Policy in De Veenkoloniën, the Netherlands. Buitenhuis, Y., Candel, J. J. L., Termeer, C. J. A. M., & Feindt, P. H.	

### D7.3 Dissemination, exploitation and communication plan

SURE-Farm dissemination event for Flemish dairy sector stakeholders: presentations and discussions based on WP 2, 3 and 4	16/12/2019	All sessions (event tied exclusively to SURE-Farm)	22
SURE-Farm policy workshop for Flemish stakeholders: presentation and discussion based on WP 4	17/09/2019	All sessions (event tied exclusively to SURE-Farm)	14
European research night	12/04/2019	Presentation of SURE-Farm goals, results and impacts and organized a participatory activity to co-create resilience enabling conditions for extensive sheep farming in Spain.Madrid. Daniele Bertolozzi and Bárbara Soriano	20
Science and innovation week	14/11/2019	Presentation of SURE-Farm goals, results and impacts and organized a participatory activity to co-create resilience enabling conditions for extensive sheep farming in Spain.Madrid. Bárbara Soriano and Daniele Bertolozzi	45
COP25	12/12/2019	Presentation of SURE-Farm (video, brochures, roll-up and infographics). Madrid. Bárbara Soriano and Daniele Bertolozzi	80
Francqui Chair, Université catholique de Louvain	10/03/2020	Metrics for sustainable food economies	100
Francqui Chair, Université catholique de Louvain,	27/04/2020	Policies for sustainable food economies	50
Francqui Chair, Université catholique de Louvain	04/05/2020	Transition towards sustainable and resilient food economies: how to intervene in complex systems, online	200





Project acronym: SURE-Farm

Project no.: 727520

Start date of project: June 2017

Duration: 4 years

Annex D7.3 -Execution report 01.06.2017-30.05.2021

D7.3: Dissemination, exploitation and communication plan.

Work Performed by Partner 9, Universidad Politécnica de Madrid

(Contact: Bárbara Soriano and Alberto Garrido)

Due date	30 <sup>th</sup> May 2021
Version/Date	To be updated periodically (living document)
Work Package	WP7
Task	T 7.1
Task lead	P9 in close collaboration with P1 and contribution from other partners
Dissemination level	Public

## INDEX

1	Means of verification – Communication and Dissemination tools.....	3
2	Detailed communication report-2017-2021 .....	8
3	Dissemination activities.....	75
3.1	Referred papers published.....	75
3.2	Attendance to congress/ conferences and dissemination events .....	80



## 1 Means of verification – Communication and Dissemination tools

This document is an Annex to the D7.3. Dissemination, exploitation and communication plan. The aim of this document is to check the means of verification of the communication and dissemination activities performed under the dissemination, exploitation and communication plan.

The following table details the means of verification defined at the beginning of the project (D7.3-31.08.2017 (<https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/10/D7.3-Dissemination-exploitation-and-communication-plan-Version-31-August-2017.pdf>) and reached at 30.05.2021.

Milestone title	Means of verification		
		Defined at 31.08.2017	Reached 30.05.2021
Social media penetration	Number of tweets per year Number of followers per year Number of likes per year (*)	250 300 200	332 (Figure 1) 596 (Figure 1) 1.116 (Figure 1) (Section 2. Detailed communication report)
Communication strategy and execution plan, drafted and approved by consortium	Communication strategy and execution plan	1	1 (D7.3- v.30.08.2017: <a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/10/D7.3-Dissemination-exploitation-and-communication-plan-Version-31-August-2017.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/10/D7.3-Dissemination-exploitation-and-communication-plan-Version-31-August-2017.pdf</a> )
Website	Number of website visitors per month (*)	600	550 (Section 2. Detailed communication report).
Co-creation platform (virtual, local, central)	Number of actors  Local co-creation workshops/focus	50  24	60 (D.7.3-V.30.05.2020: <a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/10/Annex.-D7.3-Execution-report-01.12.19-31.05.2020.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/10/Annex.-D7.3-Execution-report-01.12.19-31.05.2020.pdf</a> )  48 (workshops on current resilience, workshops on resilience in the future, focus group on improved risk management tools, focus groups on improved policies, workshops on implementation roadmaps)

### D7.3 Dissemination, exploitation and communication plan

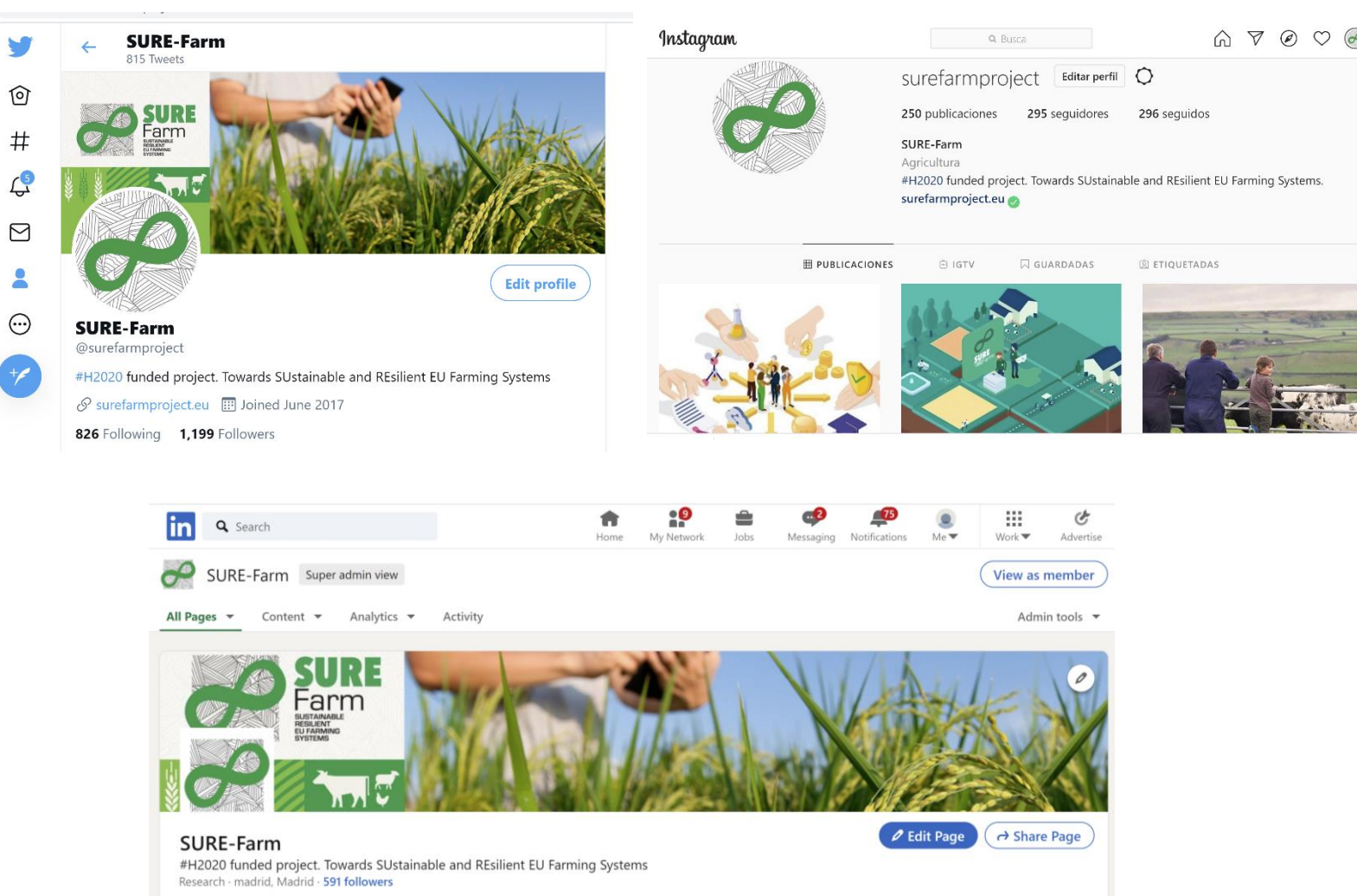
	s groups organised	4	4 (Consortium meetings and Final Scientific Seminar)
	Central co-creation meetings held		
Open access report	Number of open report published	21	33 <a href="https://www.surefarmproject.eu/deliverables/publications/">https://www.surefarmproject.eu/deliverables/publications/</a>
Refereed articles published	Number of referred articles published	9	32 (Detail in section 3.1 and <a href="https://www.surefarmproject.eu/deliverables/spin-off-papers/">https://www.surefarmproject.eu/deliverables/spin-off-papers/</a> )
Tool protocols published	Number of tool protocols published	2	2 <a href="https://www.surefarmproject.eu/deliverables/tools/">https://www.surefarmproject.eu/deliverables/tools/</a>
Open access book	Number of open access book published	1	1 Details in D 7.6 ( <a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/05/D7.6-Edited-book.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/05/D7.6-Edited-book.pdf</a> )
Press release	Number of press release published	2	2 <a href="https://www.surefarmproject.eu/deliverables/policybusiness-briefs-and-short-communications/">https://www.surefarmproject.eu/deliverables/policybusiness-briefs-and-short-communications/</a>
Infographics developed	Number of infographics disseminated	12	14 (infographics, GIFs and videos) <a href="https://www.surefarmproject.eu/digital-materials/">https://www.surefarmproject.eu/digital-materials/</a>
Policy briefs published	Number of policy briefs disseminated	8	9 (8 policy brief and 1 short communication) <a href="https://www.surefarmproject.eu/deliverables/policybusiness-briefs-and-short-communications/">https://www.surefarmproject.eu/deliverables/policybusiness-briefs-and-short-communications/</a>
Business briefs published	Number of business disseminated	2	2 <a href="https://www.surefarmproject.eu/deliverables/policybusiness-briefs-and-short-communications/">https://www.surefarmproject.eu/deliverables/policybusiness-briefs-and-short-communications/</a>
Midterm scientific seminar held	Publication on website/ social media	5	1 publication on website/ 21 posts on social media
	Agenda	1	1 ( <a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2019/07/Agenda_Mid-term-Scientific-Seminar.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2019/07/Agenda_Mid-term-Scientific-Seminar.pdf</a> )
		30	

### D7.3 Dissemination, exploitation and communication plan

	Attendants registered		45 (D7.4: <a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/05/D7.4_Mi-term-and-final-scientific-seminar-.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/05/D7.4_Mi-term-and-final-scientific-seminar-.pdf</a> )
	Conclusions written	1	-
	Presentations gathered	15	10 <a href="https://www.surefarmproject.eu/deliverables/scientific-seminars/">https://www.surefarmproject.eu/deliverables/scientific-seminars/</a>
	Number of videos	3	10 <a href="https://www.surefarmproject.eu/deliverables/scientific-seminars/">https://www.surefarmproject.eu/deliverables/scientific-seminars/</a>
	Number of photos	10	6 ( <a href="https://www.surefarmproject.eu/deliverables/scientific-seminars/">https://www.surefarmproject.eu/deliverables/scientific-seminars/</a> )
Final scientific seminar held	Publication on the website/ social media Agenda	5	1 publication on website/ 23 posts on social media
		1	1 <a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/05/Final-program-SURE-Farm-and-EAAE-seminar-Mornings-of-18-19-20-May_17.05.2021.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/05/Final-program-SURE-Farm-and-EAAE-seminar-Mornings-of-18-19-20-May_17.05.2021.pdf</a>
	Attendants registered	30	97 (D7.4: <a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/05/D7.4_Mi-term-and-final-scientific-seminar-.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/05/D7.4_Mi-term-and-final-scientific-seminar-.pdf</a> )
	Conclusions written	1	-
	Presentations gathered	15	12 (4 presentations with no ppt) <a href="https://www.surefarmproject.eu/deliverables/scientific-seminars/">https://www.surefarmproject.eu/deliverables/scientific-seminars/</a>
	Videos	3	4 <a href="https://www.surefarmproject.eu/deliverables/scientific-seminars/">https://www.surefarmproject.eu/deliverables/scientific-seminars/</a>
	Photo Gallery	10	13 ( <a href="https://www.surefarmproject.eu/deliverables/scientific-seminars/">https://www.surefarmproject.eu/deliverables/scientific-seminars/</a> )
Dissemination activities	Dissemination events / People reached	-	90 events/ 4.866 people (Section 3) <a href="C:\Users\dinie\ownCloud\SURE-Farm\9_Work Packages\WP7_Dissemination_exploitation_and_Communication\Table_of_outreach.xlsx">C:\Users\dinie\ownCloud\SURE-Farm\9_Work Packages\WP7_Dissemination_exploitation and Communication\Table of outreach.xlsx</a>

(\*) The first social media were launched within the six first months of the project. The number of years considered is 3.5 years.

Figure 1. Social media screenshot at 30.05.2021





## 2 Detailed communication report-2017-2021

### 1. Executive summary

#### 1.1 Web traffic

Data analysis of SURE-FARM Project's web (<https://www.surefarmproject.eu/>) covers the period from November 2017 (activity beginning) to June 31st 2020.

This report provides:

- **Audience Data:** page visits, sessions, bounce rate, pages per session, duration rate, visitors and new visitors.
- **Acquisition Data** (traffic origin): organic sessions (through Google searches), direct (<https://www.surefarmproject.eu/>), referral (by links from other sites) and social (from social media).
- **Data graphics** on the origin of the sessions and the demographic profile of visitors.

During the development of the web's activity, 68.513 pages have been visited, there have been 29.291 sessions and 17.600 visitors. The bounce rate of the period has been 53,91%.

The highest number of visited pages was achieved in April 2018 (2.679) and the lowest in January 2021 (598), (setting aside November 2017, when the activity began: 414 visited pages). The highest number of sessions was achieved in January 2020 (1.216) and the lowest in January 2021 (237).

During the analysed period, the average of pages per session was 2,34 and the average time was 2 minutes and 41 seconds.

47,31% of the web traffic is organic, 37,15 % is direct, 7,93 % comes from social media and 7,20 % is referral.

The country with more sessions is Spain (16,21%), followed by USA (10,45%), Germany (10,42%), Netherlands (9,83%)





and Belgium (6,65%). In terms of demographic variables, there are more male visitors (52,1%) than female ones (47,9%) and most visitors are in the age range of 25 - 34 years old.

During the analyzed period there is an upward trend with respect to page visits, sessions and visitors, and a downward trend with respect to number of pages per session and time per page.

#### 1.1.1 2017

First data: November 2017. The most significant aspects this year are average time per session in November (almost five minutes and a half), which is the best result of all the analyzed months, and the relevance of direct traffic, which is higher than the organic one: 57,81% v. 36,65 %.

#### 1.1.2 2018

20.089 visited pages, 7.833 sessions and 4.555 visitors. This is the year with more referral traffic. Let us highlight the number of visited pages in April (2.679), and the average time per session in February (4 minutes and 7 seconds, with an average of 3,33 visited pages).

#### 1.1.3 2019

21.322 visited pages, 6% more than the former year, 8.919 sessions (14% more) and 5.256 visitors. 2019 has the best average time per page, almost three minutes, and also the highest traffic from social media (923 sessions).

#### 1.1.4 2020

21.636 visited pages (1% more than 2019); 10.022 sessions (12% more) and 6.446 visitors. 2020 has the largest number of direct sessions (4.108), almost as many as the organic ones (4.634). January 2020 is the month with more sessions, most of them direct ones (60%).

#### 1.1.5 2021

The report only includes the first quarter of 2021.

## 1.2 Social Media

The report includes the social media that have been used by SURE - Farm: Twitter, Instagram and LinkedIn.

### 1.2.1 Twitter

The profile was set in June 2017 and started its activity in September of that year. Since then it has achieved 1.181 followers, it has published 443 tweets with 590.068 impressions and 7923 interactions, 3.567 of which are likes. Since september 2019 there have been 6.262 visits to the page and it has been mentioned 265 times.

Interactions show a clearly upward trend.

#### 1.2.1.1 2017

At the end of the year the page had 135 followers, 12 tweets and 18.105 impressions. Interactions: 110 likes, 110 retweets, 5 replies and 120 clicks in the posts' links.

#### 1.2.1.2 2018

At the end of the year the page had 442 followers (227,41% more than the year before). It published 41 tweets, which achieved 1.320 interactions (483 likes, 346 retweets, 15 replies and 494 clicks).

#### 1.2.1.3 2019

By December 31st the page had 778 followers (76,02% more than the year before). It published 172 tweets, which had 239.974 impressions, the highest number of the analyzed period. Interactions: 3.312 (1.611 likes, 748 retweets, 11 replies and 942 clicks).

Since September 2019, Twitter records visits to the page (807 until December 31st), and mentions (27).

#### 1.2.1.4 2020

At the end of 2020, SURE - Farm's profile had 1.109 followers, an increase of 42,54% over the previous year. It published 171 Tweets, with 182.065 impressions. Those posts received 1.037 likes, 415 retweets and 703 clicks. There were 2.687 visits and 161 mentions.

#### 1.2.1.5 2021

By March 31st, the page had 1.181 followers (6,49% more), and 47 posts with 718 interactions, 2.728 visits and 47 mentions.

### 1.2.2. Instagram

The profile was set in August 2017, but it didn't have any further activity until January 2019. Since then, it has got 227 followers, and published 233 posts with 1.955 interactions, 1.898 of which are likes. Besides, there have been 880 video views.

#### 1.2.2.1 2019

At the end of 2019, the page had 85 followers, 98 posts, 1.003 likes and 463 video views. In February 2019 it got the highest number of likes in the analyzed period, with 191 likes.

#### 1.2.2.2 2020

By December 31st 2020, the page had 201 followers (136,47% more than the previous year). It published 107 posts with 669 interactions and 339 video views.

#### 1.2.2.3 2021

By the end of March there were 277 followers, 37,81% more than the previous year. In these three months 27 posts were published, with 228 interactions, 227 of which were likes, and 83 video views.

### 1.2.3. LinkedIn

The profile was set in January 2020 and started its activity in March.

From November 3rd 2020 until April 29th 2021 an advertising campaign was developed in order to get more followers. It lasted 107 days, alternating a fortnight of promotion and a week off. With a total investment of 1.589,00€, the page got 105 direct followers and 156 indirect followers.

#### 1.2.3.1 2020

By December 31st 2020, the page had 300 followers and 40 posts, with 394 clicks on the posts's links, 301 reactions and 52 shares. Since April, the page has had 26 unique visitors and 553 total visits.

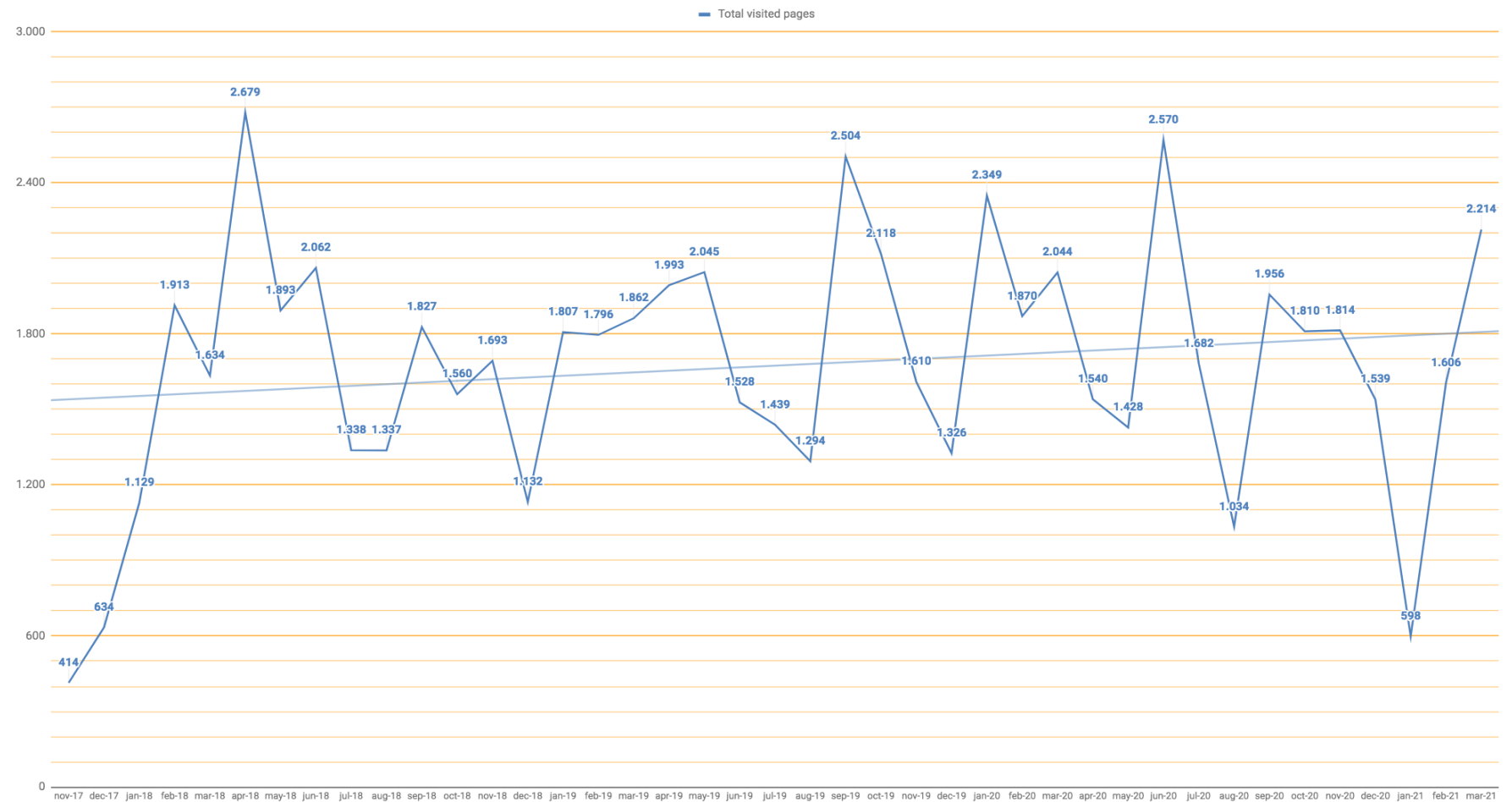
#### 1.2.3.2 2021

By March 31st, the page had 496 followers (65,33% increase), 13 posts, 21 clicks and 21 interactions (150 reactions, 58 shares and 3 comments). In this period, the profile received 294 unique visitors and 520 visits.

When the last ad campaign finished (April 29th), the page had 584 followers (94,67% increase over the previous year).

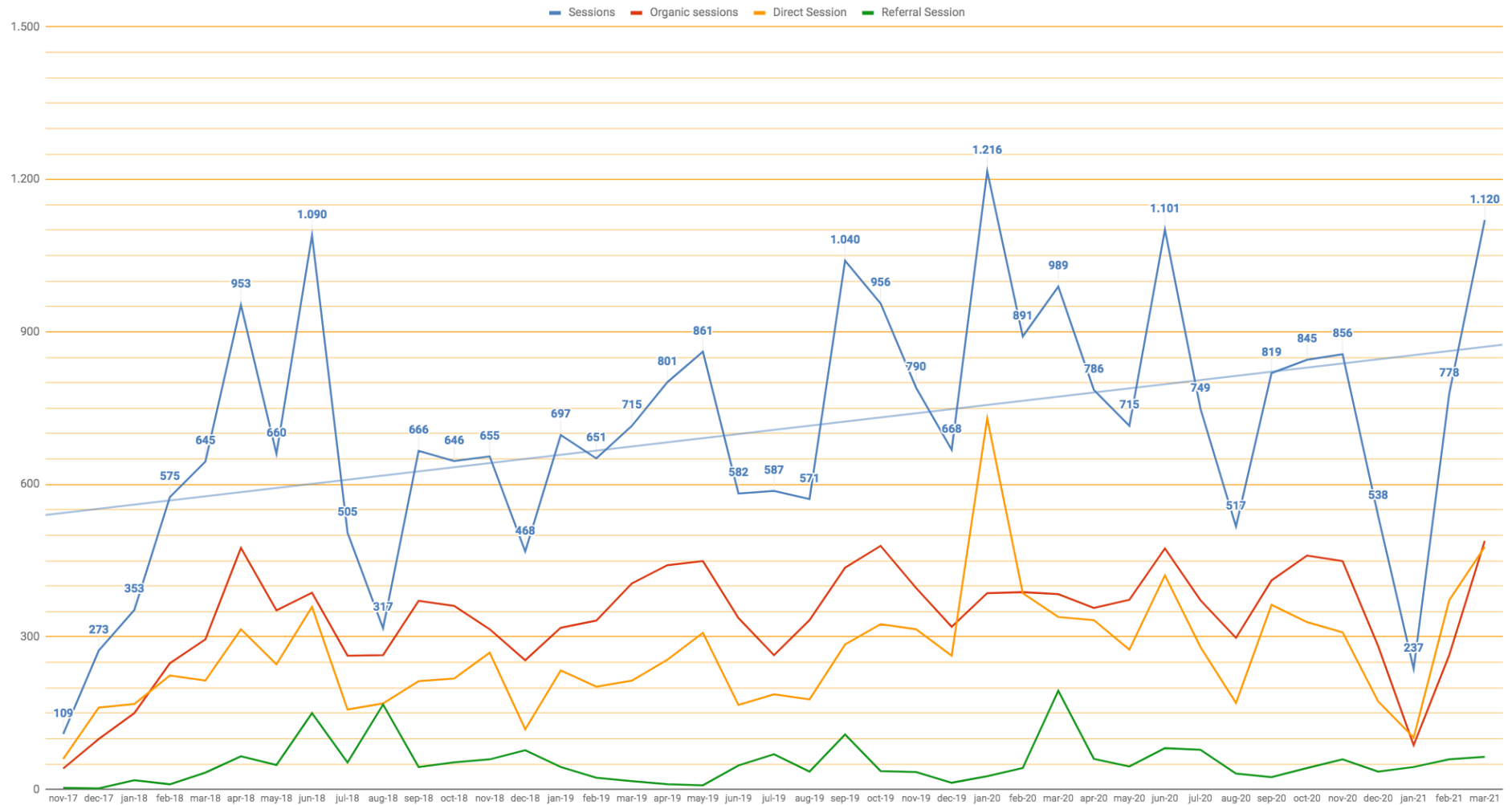
## 2. SURE - Farm website. Trend 2017 - 2021

### 2.1 Total visits.



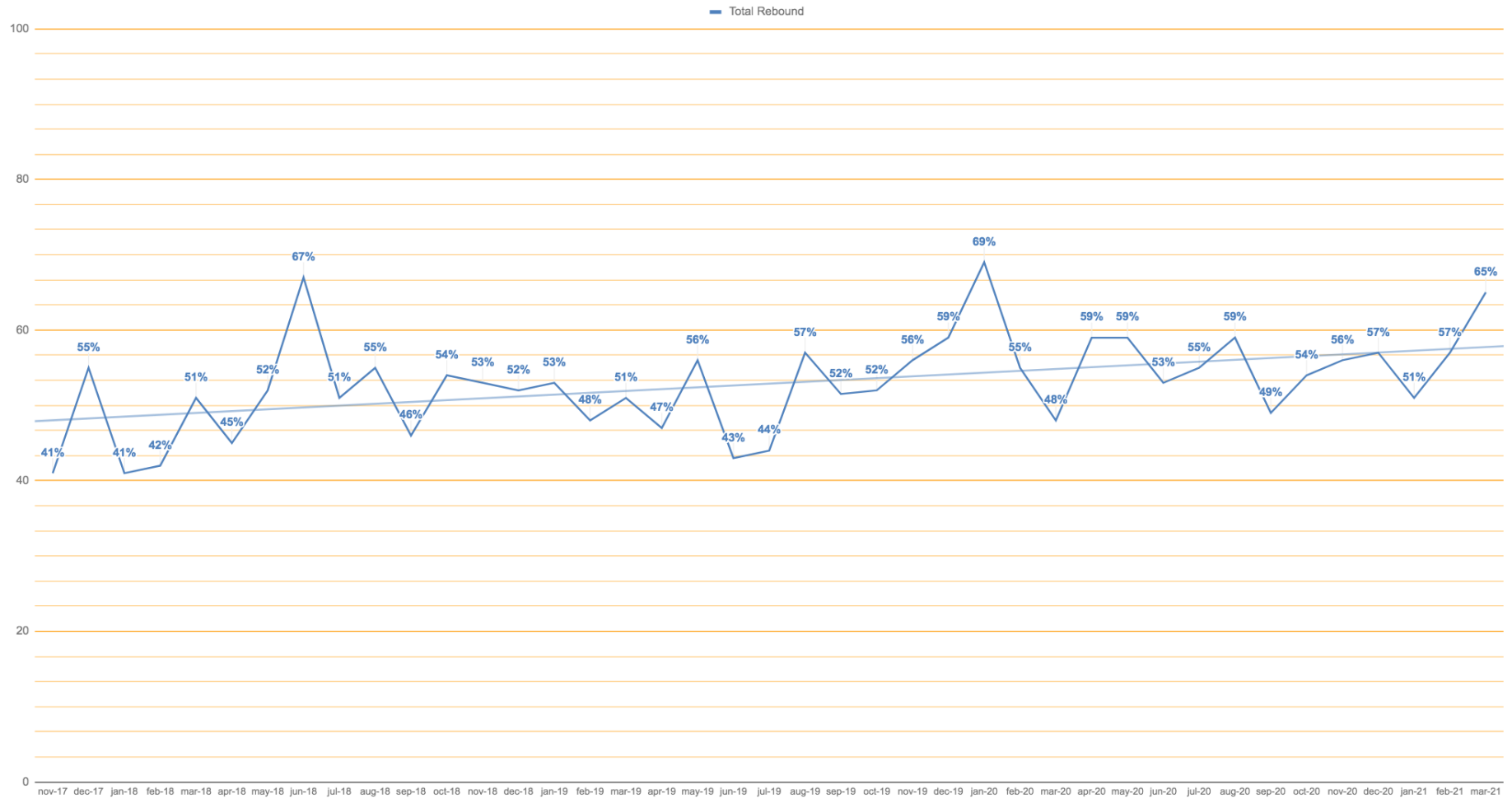
## 2.2 Total sessions- , organic sessions - , direct sessions - and referral sessions -

.

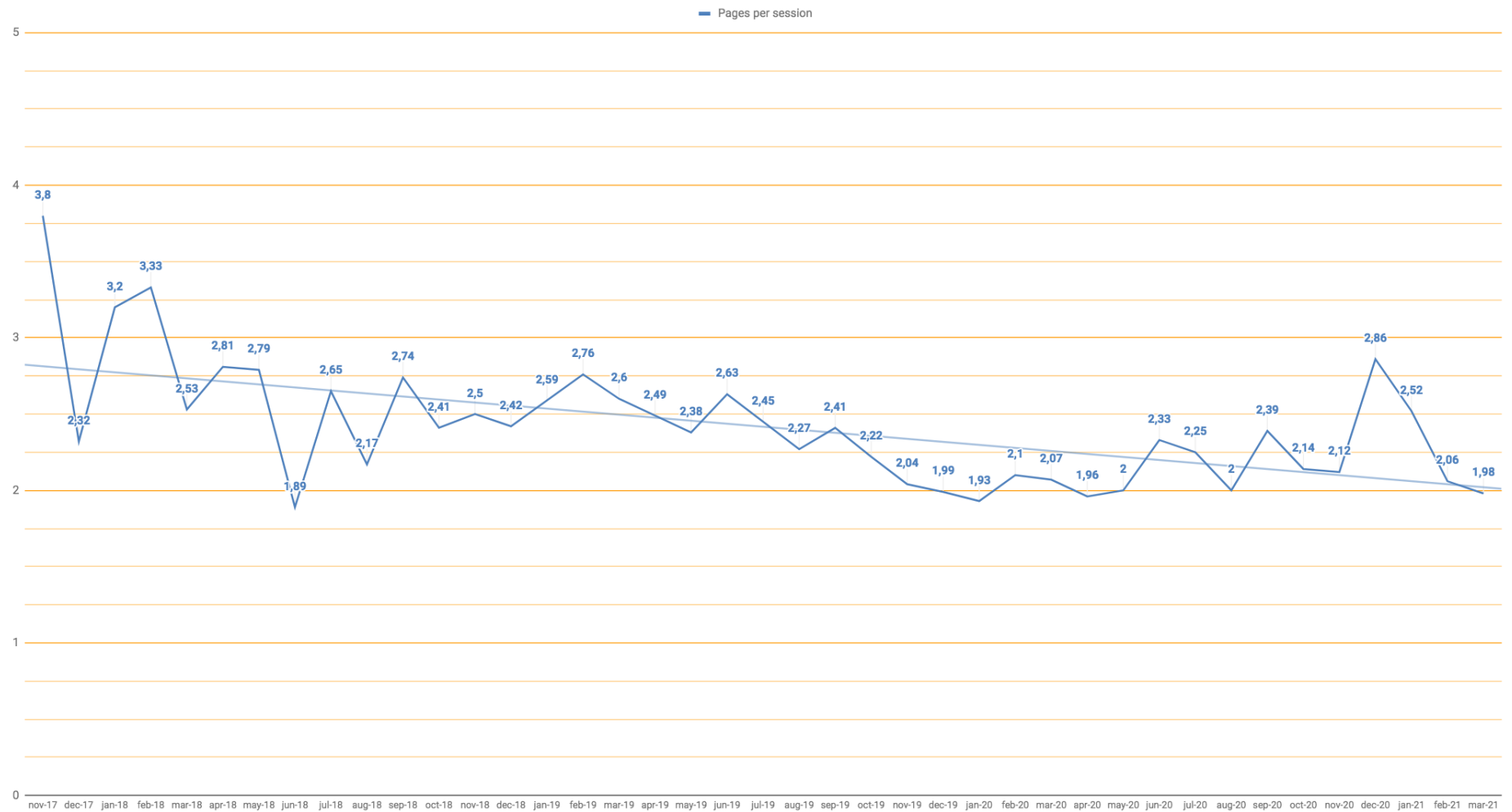




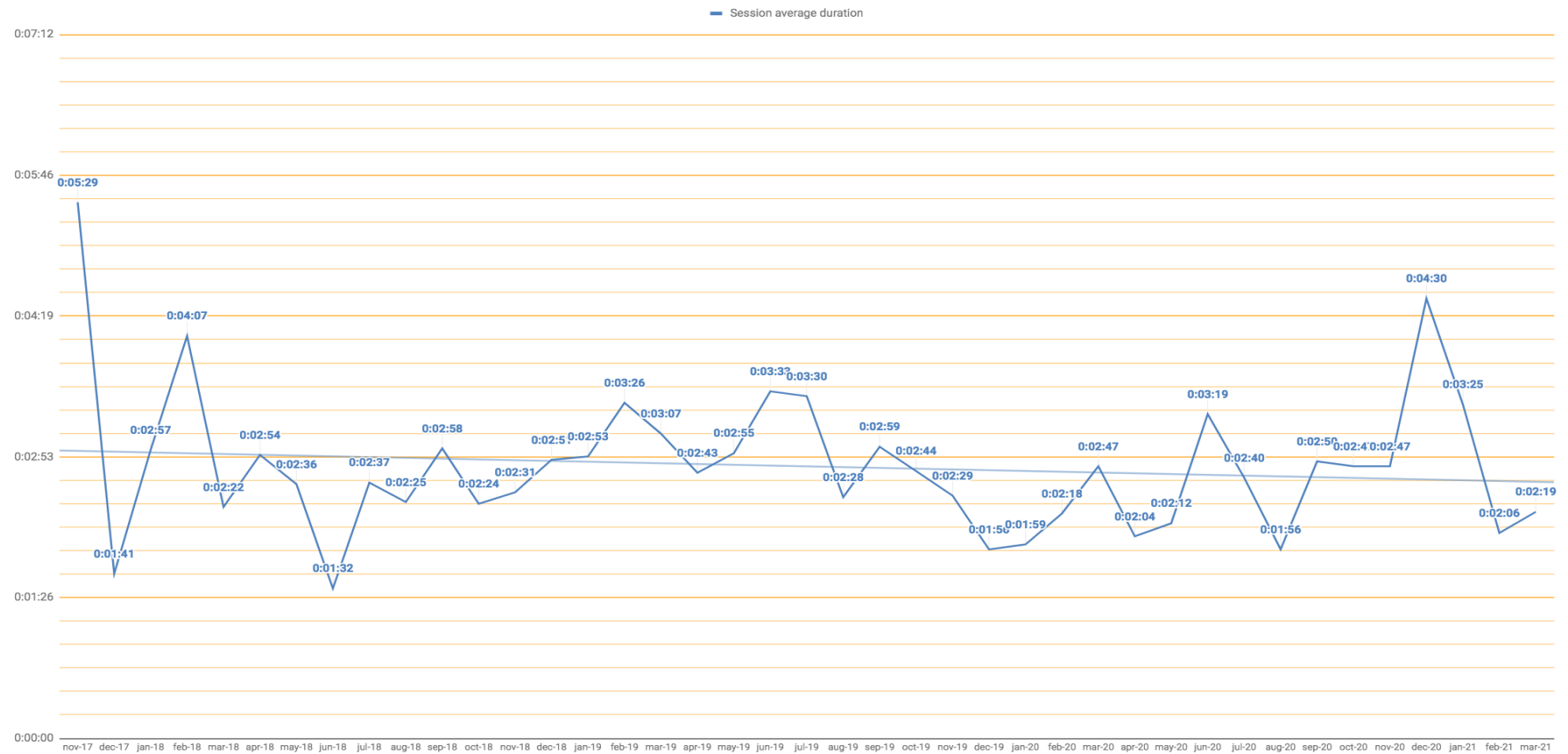
## 2.3 Total Bounce rate - , organic - , direct - and referral -



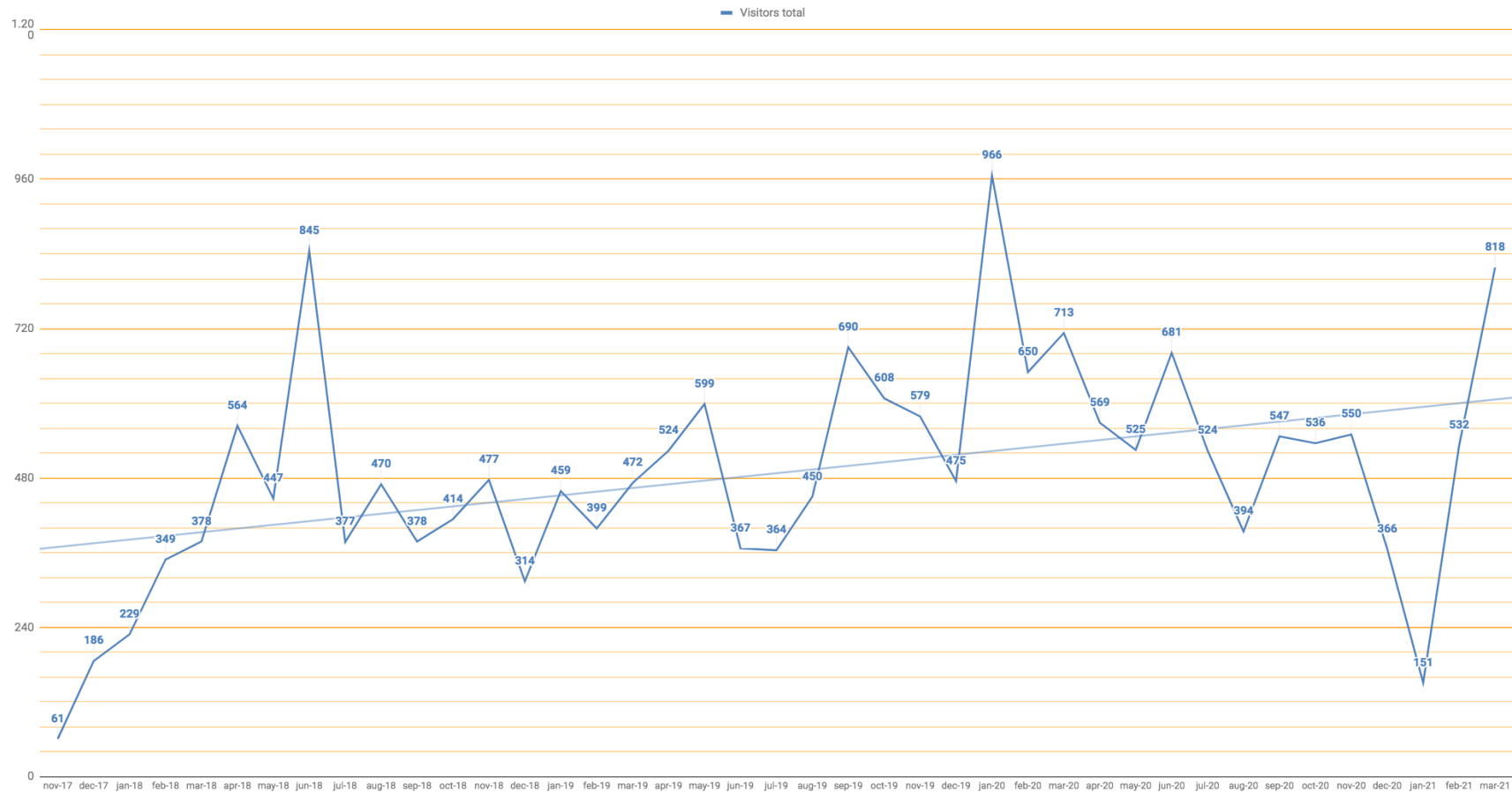
## 2.4 Pages per session.



## 2.5 Average Session duration

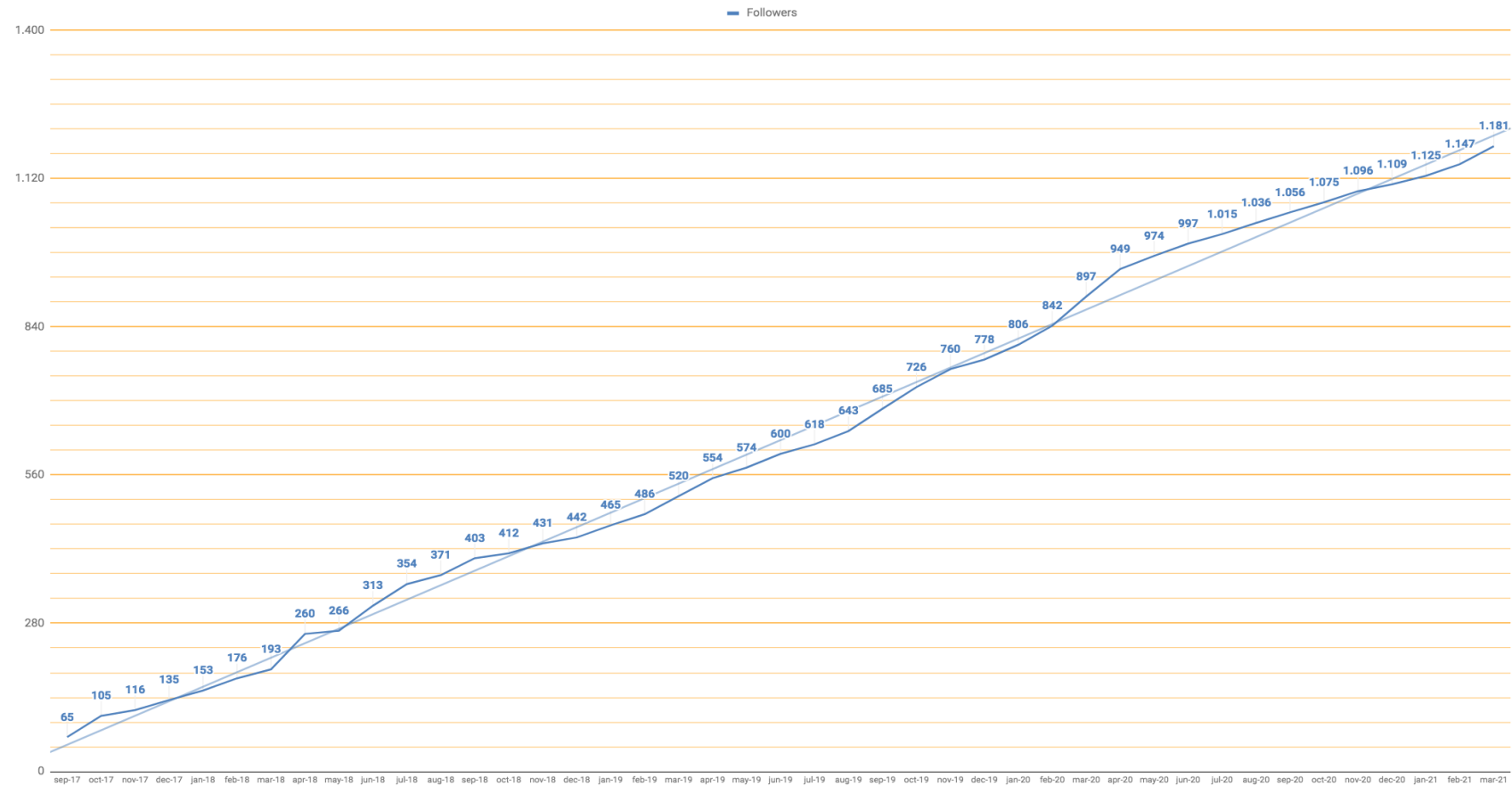


## 2.6 Total visitors

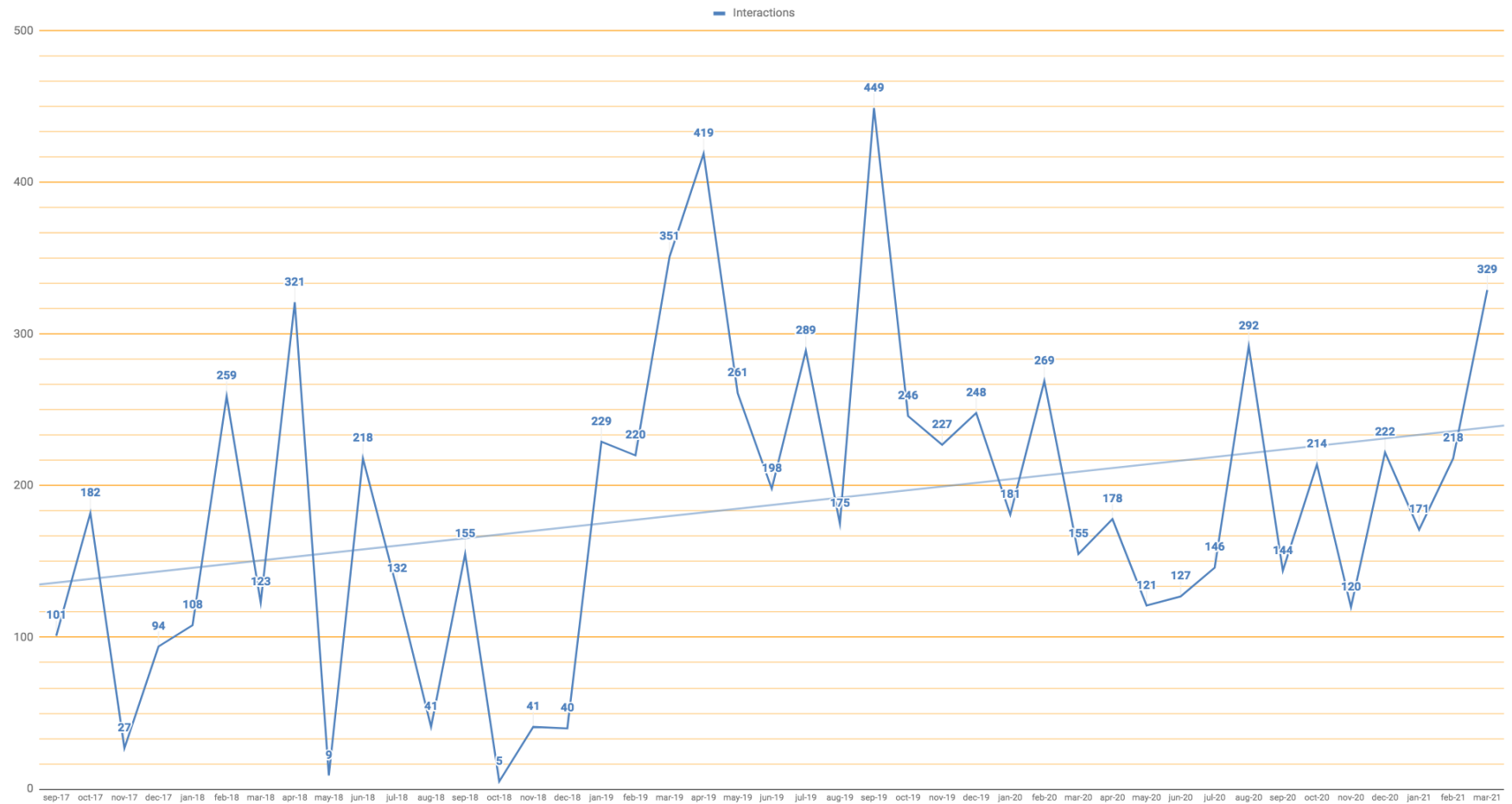


### 3. SURE - Social media. Trend 2017 - 2021

#### 3.1 Twitter. Followers

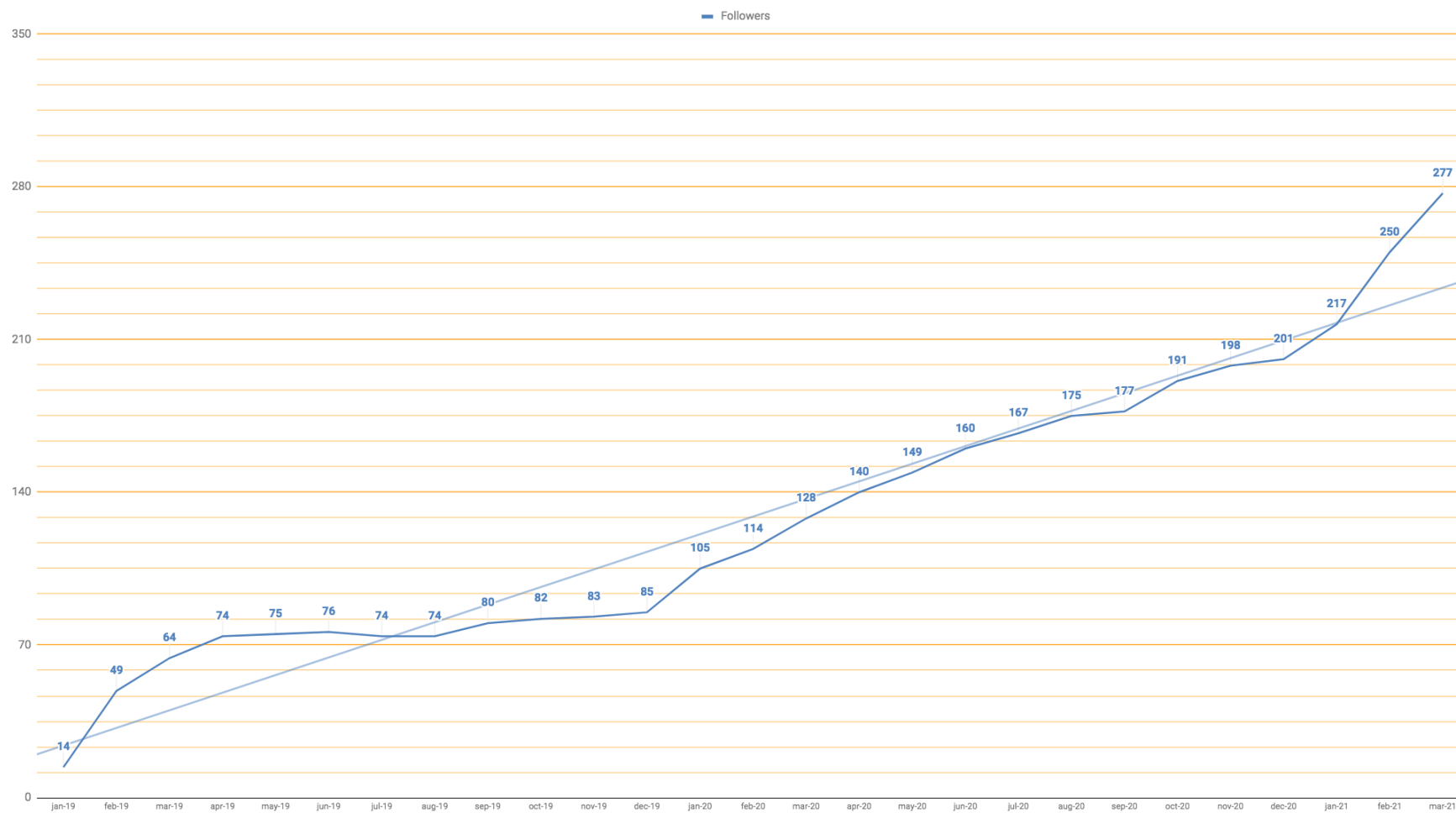


### 3.2 Twitter. Interactions

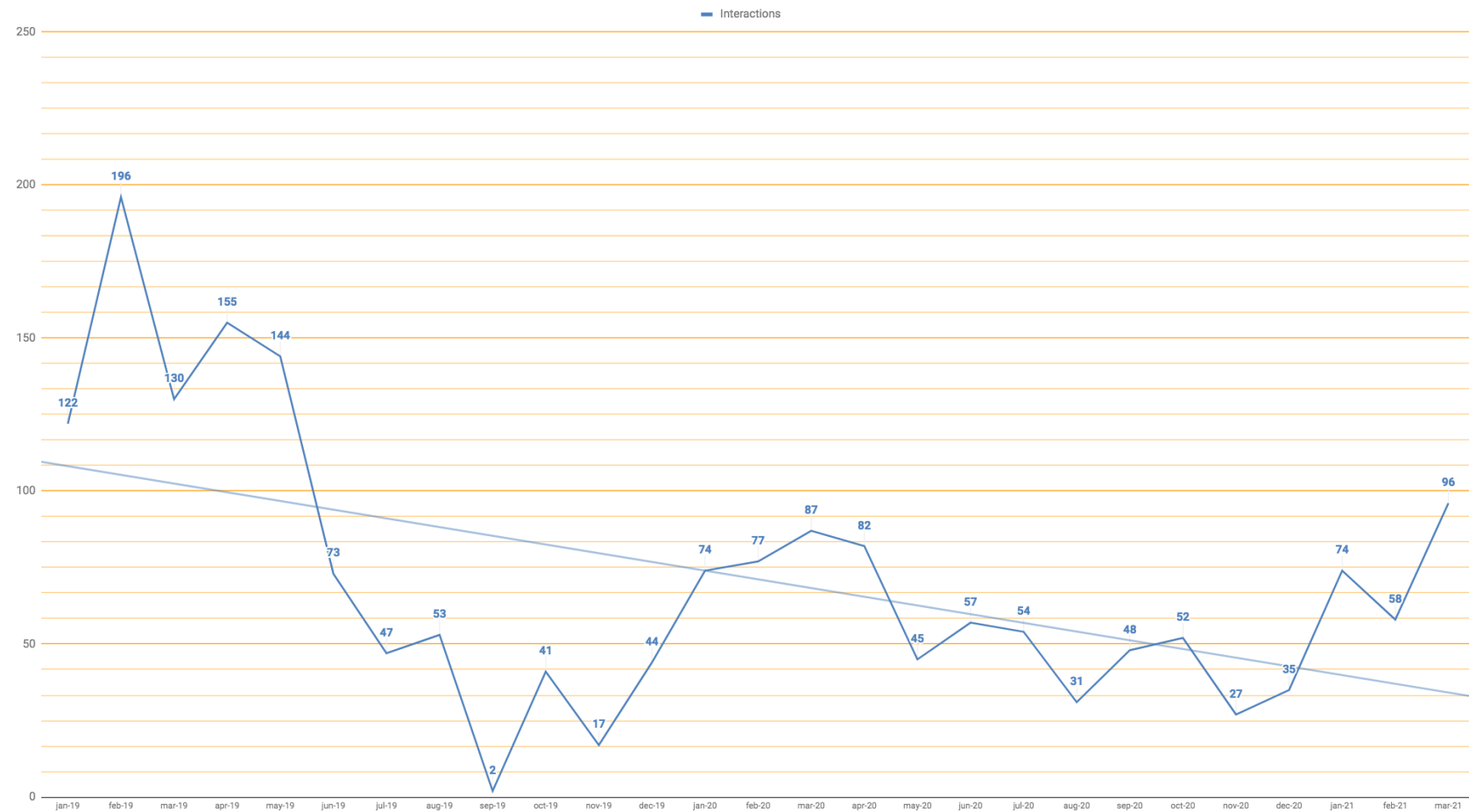




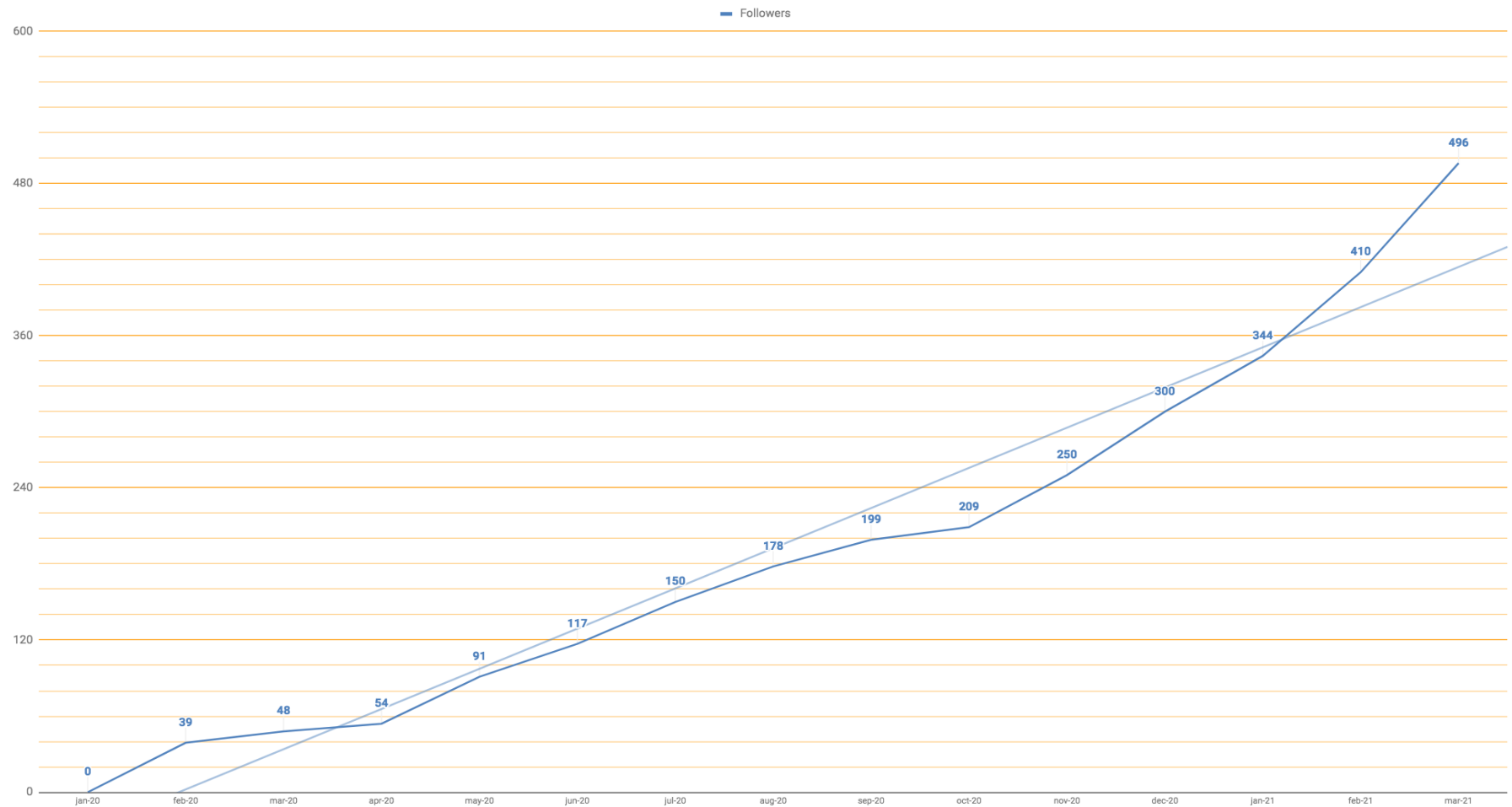
### 3.3 Instagram. Followers



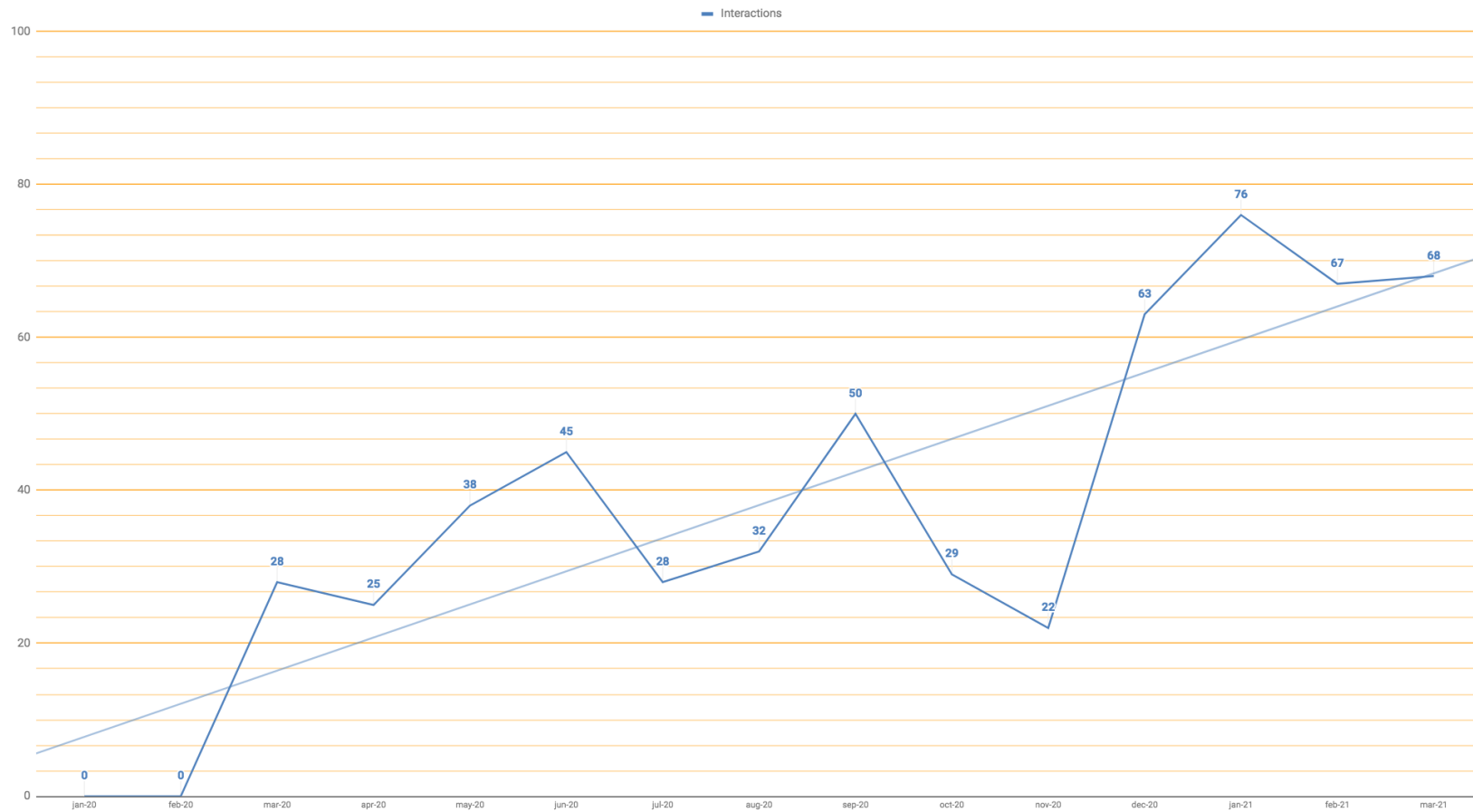
### 3.4 Instagram. Interactions



### 3.5 LinkedIn. Followers



### 3.6 LinkedIn. Interactions



## 4. Key communications and disseminations SURE - Farm documents. Trend 2019 - 2021

### 4.1 File downloads (web). (Since January 2019 until March 31st 2021)

#### 2019

SURE-Farm Downloads	25/JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 2019
2019													
Downloads	124	182	157	240	267	227	246	148	387	309	232	195	2.714 ∞ %
Unique downloads	110	157	146	215	227	199	210	127	352	271	215	162	2.391 ∞ %

#### 2020

SURE-Farm Downloads	25/JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 2020
2020													
Downloads	266	287	345	235	238	534	275	150	461	339	294	433	3.857 42%
Unique downloads	247	243	327	228	223	479	259	140	430	304	279	376	3.535 48%

## 2021

SURE-Farm Downloads	25/JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 31/3/2021
2021													
Downloads	90	138	255										483
Unique downloads	85	129	205										419





## 4.2 Policy and business briefs

### 4.2.1 Policy briefs. Downloads

POLICY BRIEF / DOCUMENT LABEL	DOWNLOADS	UNIQUE DOWNLOAD
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/08/D4.6_Policy-Brief-on-the-CAP-post-2020.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/08/D4.6_Policy-Brief-on-the-CAP-post-2020.pdf</a>	104	98
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D2.5.-Policy-Brief-on-farmer-adaptive-behaviour-and-risk-management.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D2.5.-Policy-Brief-on-farmer-adaptive-behaviour-and-risk-management.pdf</a>	63	58
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Policy-Brief-1-final.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Policy-Brief-1-final.pdf</a>	55	52
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/07/D3.9_Policy-brief-on-farm-demographics.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/07/D3.9_Policy-brief-on-farm-demographics.pdf</a>	55	46
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/08/D3.9_Policy-brief-on-farm-demographics-German.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/08/D3.9_Policy-brief-on-farm-demographics-German.pdf</a>	48	42
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D3.6_Policy-brief-on-future-farm-demographics.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D3.6_Policy-brief-on-future-farm-demographics.pdf</a>	44	40
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D3.3-Policy-Brief-Intergenerational-Renewal-edited.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D3.3-Policy-Brief-Intergenerational-Renewal-edited.pdf</a>	42	38
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D3.3-Policy-Brief-Intergenerational-Renewal-edited.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D3.3-Policy-Brief-Intergenerational-Renewal-edited.pdf</a>	39	36
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D2.5.-Policy-Brief-on-farmer-adaptive-behaviour-and-risk-management.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D2.5.-Policy-Brief-on-farmer-adaptive-behaviour-and-risk-management.pdf</a>	36	34
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D3.6_Policy-brief-on-future-farm-demographics.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D3.6_Policy-brief-on-future-farm-demographics.pdf</a>	35	31
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.5-Policy-recommendations-for-strengthening-the-Common-Agricultural-Policy%E2%80%99s-resilience-impacts.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.5-Policy-recommendations-for-strengthening-the-Common-Agricultural-Policy%E2%80%99s-resilience-impacts.pdf</a>	34	33
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2020/07/D3.9_Policy-brief-on-farm-demographics.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2020/07/D3.9_Policy-brief-on-farm-demographics.pdf</a>	27	23
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Policy-Brief-1-final.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Policy-Brief-1-final.pdf</a>	24	20
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.5-Policy-recommendations-for-strengthening-the-Common-Agricultural-Policy%E2%80%99s-resilience-impacts.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.5-Policy-recommendations-for-strengthening-the-Common-Agricultural-Policy%E2%80%99s-resilience-impacts.pdf</a>	23	20



POLICY BRIEF / DOCUMENT LABEL	DOWNLOADS	UNIQUE DOWNLOAD
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.3-Bottom-up-policy-analysis.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.3-Bottom-up-policy-analysis.pdf</a>	18	15
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.pdf</a>	16	15
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/03/D5.7-Policy-Brief-Infographic.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/03/D5.7-Policy-Brief-Infographic.pdf</a>	16	13
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/03/D5.7-Policy-Brief-Resilience-of-FS-under-current-conditions-and-future-scenarios.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/03/D5.7-Policy-Brief-Resilience-of-FS-under-current-conditions-and-future-scenarios.pdf</a>	16	11
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.p df</a>	14	9
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.3-Bottom-up-policy-analysis.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.3-Bottom-up-policy-analysis.pdf</a>	11	11
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/02/SUREFARM-D6.3-Policy-Brief.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/02/SUREFARM-D6.3-Policy-Brief.pdf</a>	10	8
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/12/D4.3-Bottom-up-policy-analysis.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/12/D4.3-Bottom-up-policy-analysis.pdf</a>	7	7
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.5-Policy-recommendations-for-strengthening-the-Common-Agricultural-Policy's-resilience-impacts.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.5-Policy-recommendations-for-strengthening-the-C ommon-Agricultural-Policy's-resilience-impacts.pdf</a>	3	3
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.5-Policy-recommendations-for-strengthening-the-Common-Agricultural-Policy's-resilience-impacts.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D4.5-Policy-recommendations-for-strengthening- the-Common-Agricultural-Policy's-resilience-impacts.pdf</a>	3	3
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/03/Risk-Management-Policy-Brief.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/03/Risk-Management-Policy-Brief.pdf</a>	1	1
<b>TOTAL</b>	<b>744</b>	<b>667</b>



## 4.2.2 Policy briefs. Social media

POLICY BRIEF	DATE	LINK	TITLE	TWITTER				INSTAGRAM		LINKEDIN		
				TWEETS	LIKES	RETWEETS	CLICKS	POSTS	LIKES	POSTS	REACTIONS	CLICKS
D1.5 Policy brief on resilience framework, scenarios and farm typology	June, 18	<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Policy-Brief-1-final.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Policy-Brief-1-final.pdf</a>	Why the CAP should widen its approach to resilience	3	56	40	58			1	6	7
D2.5 Policy brief on farmer adaptive behavior and risk management in EU agriculture	September, 19	<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D2.5-Policy-Brief-on-farmer-adaptive-behaviour-and-risk-management.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D2.5-Policy-Brief-on-farmer-adaptive-behaviour-and-risk-management.pdf</a>	Policy brief on farmer adaptive behaviour and risk management in EU agriculture	3	39	26	20	3	24			
D3.3 Policy brief on farm demographics and impacts on farm structure	August, 19	<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D3.3-Policy-Brief-Intergenerational-Renewal-edited.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2019/09/D3.3-Policy-Brief-Intergenerational-Renewal-edited.pdf</a>	Intergenerational renewal in EU-Farming Systems. What can policy do?	4	62	52	58	3	17	1	5	2
D3.6 Policy brief on future developments in farm demographics and structural change in selected regions of the EU	March, 20	<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D3.6_Policy-brief-on-future-farm-demographics.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2020/04/D3.6_Policy-brief-on-future-farm-demographics.pdf</a>	Policy brief on future farm demographics and structural change in selected regions of the EU	2	12	7	3	1	11	1	2	10



POLICY BRIEF	DATE	LINK	TITLE	TWITTER				INSTAGRAM		LINKEDIN		
				TWEETS	LIKES	RETWEETS	CLICKS	POSTS	LIKES	POSTS	REACTIONS	CLICKS
D3.9 Policy brief on policy options for resilient farm demographics and farm structural	June, 20	<a href="https://www.surefarmproject.eu/wp-content/uploads/2020/07/D3.9_Policy-brief-on-farm-demographics.pdf">https://www.surefarmproject.eu/wp-content/uploads/2020/07/D3.9_Policy-brief-on-farm-demographics.pdf</a>	Policy options for resilienceenhancing farm demographics	4	38	13	22	3	18			
D4.6 Policy brief with a critical analysis of how current policies constrain/enable resilient EU agriculture	August, 20	<a href="https://www.surefarmproject.eu/wp-content/uploads/2020/08/D4.6_Policy-Brief-on-the-CAP-post-2020.pdf">https://www.surefarmproject.eu/wp-content/uploads/2020/08/D4.6_Policy-Brief-on-the-CAP-post-2020.pdf</a>	Policy brief with a critical analysis of how current policies constrain/enable resilient European agriculture and suggestions for improvements, including recommendations for the CAP post-2020 reform	8	56	33	49	4	12	1	14	22
D5.7 Policy brief on the resilience of farming systems in the EU under current conditions and future scenarios	February, 21	<a href="https://www.surefarmproject.eu/wp-content/uploads/2021/03/D5.7-Policy-Brief-Resilience-of-FS-under-current-conditions-and-future-scenarios.pdf">https://www.surefarmproject.eu/wp-content/uploads/2021/03/D5.7-Policy-Brief-Resilience-of-FS-under-current-conditions-and-future-scenarios.pdf</a>	The resilience of farmingsystems in the EU under currentconditions and future scenarios	5	41	26	20	2	23			
D6.3 Policy brief guiding principles for an enabling environment fostering resilience	February, 21	<a href="https://www.surefarmproject.eu/wp-content/uploads/2021/02/SUREFARM-D6.3-Policy-Brief.pdf">https://www.surefarmproject.eu/wp-content/uploads/2021/02/SUREFARM-D6.3-Policy-Brief.pdf</a>	Principles for a resilienceenabling environment	3	15	5	2	2	17	2	71	32

### 4.2.3 Business briefs. Downloads

BUSINESS BRIEF / DOCUMENT LABEL	DOWNLOADS	UNIQUE DOWNLOAD
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf</a>	39	36
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf</a>	35	33
TOTAL	74	69

### 4.2.4 Business Briefs. Social media

BUSINESS BRIEF	DATE	LINK	TITLE	TWITTER				INSTAGRAM		LINKEDIN		
				TWEETS	LIKES	RETWEETS	CLICKS	POSTS	LIKES	POSTS	REACTIONS	CLICKS
D2.7 Business brief on opportunities for improved risk management for EU agriculture	November, 19	<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2019/12/D2.7-Opportunities-for-improved-risk-management-for-EU-agriculture_EN.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2019/12/D2.7-Opportunities-for-improved-risk-management-for-EU-agriculture_EN.pdf</a>	Four main avenues to improve risk management towards more resilient EU farming systems	11	50	29	27	2	16	1	2	6
D3.7 Business brief on farming opportunities for entrants and young farmers	May, 20	<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7_English.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7_English.pdf</a>	Shifting the focus from "more" to "more successful" generational renewal	8	23	9	10	1	6	1	7	7



## 4.3 Video, GIFs and infographics

### 4.3.1 Video.

#### 4.3.1.1.Video. Downloads

VIDEOS	DATE	LINK	WEB					
			PAGEVIEWS	UNIQUE PAGEVIEWS	AVG. TIME ON PAGE	ENTRANCES	BOUNCE RATE	DOWNLOAD
Building resilience of farming systems. How to deal with challenges	25/11/20	<a href="https://www.youtube.com/watch?v=dvK7gfSwpuY">https://www.youtube.com/watch?v=dvK7gfSwpuY</a>	25	18	0:02:42	7	43%	-





#### 4.3.1.2 Video. Social media

DATE	TWITTER			VIDEO VIEWS	INSTAGRAM	
	LIKES	RETWEETS	CLICKS ON LINK		LIKES	VIDEO VIEWS
18/1/19	9	5	0	123	16	14
15/2/19	4	5	0	-	-	-
18/2/19	6	5	2	111	19	43
25/2/19	-	-	-	61	17	32
28/2/19	25	11	8	342	17	35
8/3/19	16	10	9	-	-	-
11/3/19	25	11	1	384	17	31
20/3/19	4	5	2	198	13	31
29/3/19	13	1	5	156	19	33
5/4/19	15	5	9	-	-	-
15/4/19	13	8	8	210	10	35
22/4/19	8	4	0	185	-	-
26/4/19	12	4	0	157	17	38
29/4/19	4	4	2	136	16	38
22/5/19	6	2	0	111	13	33



DATE	TWITTER				INSTAGRAM	
	LIKES	RETWEETS	CLICKS ON LINK	VIDEO VIEWS	LIKES	VIDEO VIEWS
2/6/19	-	-	-	-	10	27
27/6/19	11	3	0	152	-	-
3/9/19	30	29	50	1070	-	-
23/9/19	18	15	13	282	-	-
24/9/19	9	4	0	-	-	-
16/10/19	12	4	0	209	7	21
18/10/19	13	6	4	149	8	22
22/10/19	13	5	1	169	8	29
28/10/19	12	5	4	198	6	24
31/10/19	4	0	0	73	4	39
5/11/19	4	1	1	89	5	22
8/11/19	1	1	0	67	6	21
13/11/19	13	9	8	358	4	18
18/11/19	4	0	0	81	6	23
27/11/19	19	9	3	261	6	8



DATE	TWITTER				INSTAGRAM	
	LIKES	RETWEETS	CLICKS ON LINK	VIDEO VIEWS	LIKES	VIDEO VIEWS
18/12/19	13	8	19	227	-	-
20/12/19	15	8	0	216	7	4
26/12/19	8	3	2	188	-	-
3/1/20	9	1	0	119	10	54
5/2/20	7	6	9	222	9	37
19/2/20	5	5	0	135	9	59
17/3/20	7	3	1	108	5	32
19/3/20	3	0	0	69	-	-
10/4/20	2	0	0	-	-	-
16/4/20	3	1	1	58	6	19
23/4/20	-	-	-	63	-	-
30/4/20	-	-	-	-	9	24
7/5/20	3	2	3	106	-	-
15/5/20	5	2	2	75	6	21
28/5/20	-	-	-	-	3	28



DATE	TWITTER				INSTAGRAM	
	LIKES	RETWEETS	CLICKS ON LINK	VIDEO VIEWS	LIKES	VIDEO VIEWS
4/6/20	7	1	5	140	9	23
10/6/20	3	1	1	68	7	31
15/6/20	6	0	1	69	10	25
23/6/20	7	10	2	182	5	22
26/6/20	3	3	6	296	-	-
30/6/20	-	-	-	-	7	23
8/7/20	2	0	2	41	8	18
10/7/20	4	2	0	81	4	27
13/7/20	5	0	1	77	4	29
16/7/20	3	2	0	61	4	31
21/7/20	11	2	2	128	9	31
24/7/20	2	2	3	-	-	-
27/7/20	7	4	5	-	-	-
30/7/20	7	1	5	-	-	-
7/8/20	12	11	33	-	-	-
13/8/20	8	4	2	-	-	-
17/8/20	4	1	1	-	-	-
20/8/20	6	6	28	-	-	-



DATE	TWITTER				INSTAGRAM	
	LIKES	RETWEETS	CLICKS ON LINK	VIDEO VIEWS	LIKES	VIDEO VIEWS
9/10/20	6	3	3	-	-	-
12/11/20	8	3	16	-	-	-
17/11/20	7	6	0	54	-	-
23/11/20	7	2	4	188	-	-
4/12/20	9	3	0	148	5	15
11/12/20	6	0	1	46	-	-
18/12/20	-	-	-	-	4	-
24/12/20	4	3	0	-	-	-
25/1/21	7	1	0	68	5	33
3/2/21	2	1	0	35	-	-
23/2/21	-	-	-	-	5	20
30/3/21	-	-	-	-	11	31



## 4.3.2 GIFs

### 4.3.2.1 GIFs. Social media

GIFS	DATE	LINK	TWITTER				INSTAGRAM			LINKEDIN		
			TWEETS	LIKES	RETWEETS	CLICKS ON LINK	POSTS	LIKES	VIEWS	POSTS	REACTIONS	CLICKS ON LINK
GIF on Farm Demographics	2/9/2019	<a href="https://www.surefarmproject.eu/wp-content/uploads/2020/08/GIF-D4.6-CAP-post2020.mp4">https://www.surefarmproject.eu/wp-content/uploads/2020/08/GIF-D4.6-CAP-post2020.mp4</a>	3	20	12	11	2	8	69	2	22	32
GIF on Risk Management	23/9/2019	<a href="https://www.surefarmproject.eu/wp-content/uploads/2020/07/GIF-D3.9.Farm-demographics.gif">https://www.surefarmproject.eu/wp-content/uploads/2020/07/GIF-D3.9.Farm-demographics.gif</a>	1	10	7	8	-	-	-	1	7	4
GIF on policy options for resilience enhancing farm demographics	1/7/2020	<a href="https://www.surefarmproject.eu/wp-content/uploads/2019/09/GIF_2.5-Policy-Brief-on-Risk-Management.gif">https://www.surefarmproject.eu/wp-content/uploads/2019/09/GIF_2.5-Policy-Brief-on-Risk-Management.gif</a>	1	18	15	13	-	-	-	1	6	3
GIF on the CAP post 2020	1/8/2020	<a href="https://www.surefarmproject.eu/wp-content/uploads/2019/09/GIF_Farm-demographics.gif">https://www.surefarmproject.eu/wp-content/uploads/2019/09/GIF_Farm-demographics.gif</a>	2	35	30	55	1	8	24	-	-	-
Other	-	-	1	5	4	7	-	-	-	1	12	6



### 4.3.3 Infographics.

#### 4.3.3.1 Infographics. Downloads

INFOGRAPHICS / DOCUMENT LABEL	DOWNLOADS	UNIQUE DOWNLOAD
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf</a>	39	36
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf</a>	35	33
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2017/10/SURE-Farm_First-Infographic_V4.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2017/10/SURE-Farm_First-Infographic_V4.pdf</a>	33	29
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.pdf</a>	16	15
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/03/D5.7-Policy-Brief-Infographic.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/03/D5.7-Policy-Brief-Infographic.pdf</a>	16	13
<a href="https://surefarmproject.eu/wordpress/wp-content/uploads/2017/10/SURE-Farm_First-Infographic_V4.pdf">https://surefarmproject.eu/wordpress/wp-content/uploads/2017/10/SURE-Farm_First-Infographic_V4.pdf</a>	14	13
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.pdf</a>	14	9
<a href="https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/02/D6.3-Infographic.pdf">https://www.surefarmproject.eu/wordpress/wp-content/uploads/2021/02/D6.3-Infographic.pdf</a>	11	11
<b>TOTAL</b>	<b>178</b>	<b>159</b>



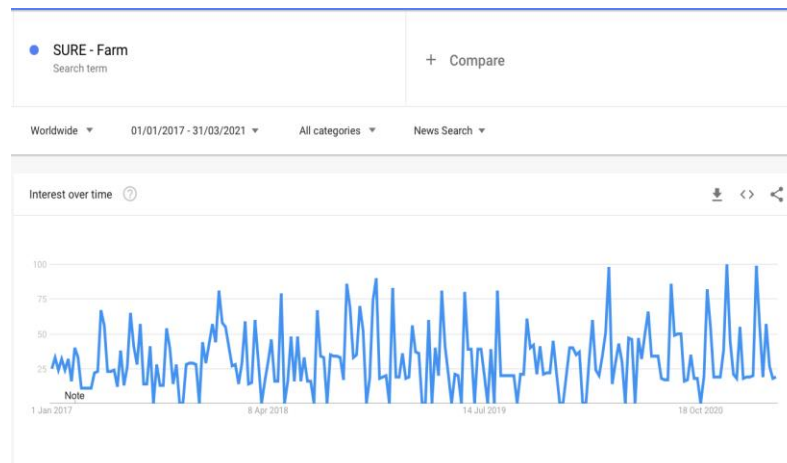
### 3.3.2 Infographics. Social media

INFOGRAPHICS	DATE	LINK	TITLE	TWITTER				INSTAGRAM		LINKEDIN		
				TWEETS	LIKES	RETWEETS	CLICKS ON LINK	POSTS	LIKES	POSTS	REACTIONS	CLICKS ON LINK
Resilience Framework	6/10/2017	<a href="https://www.surefarmproject.eu/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.png">https://www.surefarmproject.eu/wp-content/uploads/2018/06/Infographic_Policy-brief-Resilience-Framework.png</a>	Why the cap should widen its approach to resilience	4	62	43	61	3	38	2	11	9
SURE-Farm at a glance	4/6/2018	<a href="https://www.surefarmproject.eu/wp-content/uploads/2017/10/SURE-Farm_First-Infographic_V4.pdf">https://www.surefarmproject.eu/wp-content/uploads/2017/10/SURE-Farm_First-Infographic_V4.pdf</a>		3	50	43	71	-	-	1	5	5
Improved risk management towards more resilient EU farming systems	11/12/2019	<a href="https://www.surefarmproject.eu/wp-content/uploads/2019/12/Business-Brief-on-improved-risk-management_Infographic-scaled.jpg">https://www.surefarmproject.eu/wp-content/uploads/2019/12/Business-Brief-on-improved-risk-management_Infographic-scaled.jpg</a>	Improved risk management towards more resilient EU farming systems	3	25	19	16	1	6	1	3	2
Future farm demographics and structural change	1/4/2020	<a href="https://www.surefarmproject.eu/wp-content/uploads/2020/04/Infographic-Farm-Demographics-scaled.jpg">https://www.surefarmproject.eu/wp-content/uploads/2020/04/Infographic-Farm-Demographics-scaled.jpg</a>	Resilient farm demographics withstand, adapt, or transform in the face of competitive pressure, technological change, and the expected lifestyles of future	1	7	4	3	1	11	1	5	10
Successful generational renewal	2/6/2020	<a href="https://www.surefarmproject.eu/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf">https://www.surefarmproject.eu/wp-content/uploads/2020/06/D3.7-Business-Brief-Infographic.pdf</a>	Six question to shifting the focus from more to mere successful generational renewal in farming	1	7	4	3	-	-	1	7	7
Principles for a resilience-enabling environment	15/2/2021	<a href="https://www.surefarmproject.eu/wp-content/uploads/2021/02/D6.3-Infographic.pdf">https://www.surefarmproject.eu/wp-content/uploads/2021/02/D6.3-Infographic.pdf</a>	Guiding principles for an enabling environment fostering resilience	1	12	10	5	1	11	1	16	25
Resilience of farming systems in the EU under current conditions and future scenarios	1/3/2021	<a href="https://www.surefarmproject.eu/wp-content/uploads/2021/03/D5.7-Policy-Brief-Infographic.pdf">https://www.surefarmproject.eu/wp-content/uploads/2021/03/D5.7-Policy-Brief-Infographic.pdf</a>	How can sustainability an resilience be improved?	1	9	8	13	1	13	1	16	46
Otros	Varias	<a href="#">Varios</a>	-	2	24	7	13	2	13	-	-	-

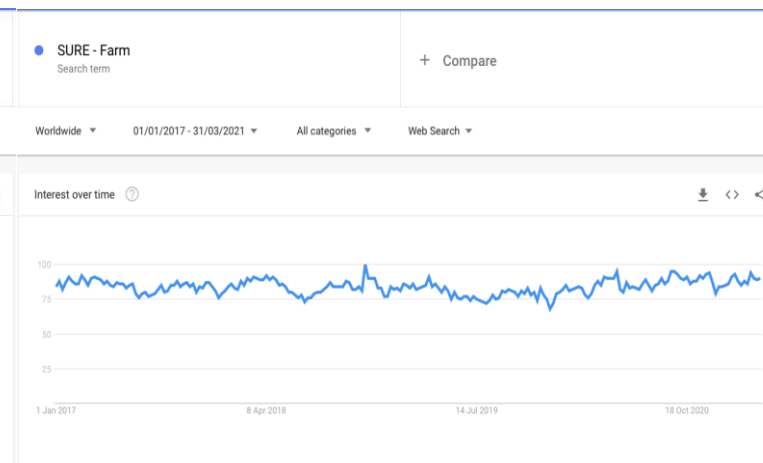
## 5. SURE - Farm Google Trend 2017 - 2021

### 5.1 Search trends worldwide

#### Web searches



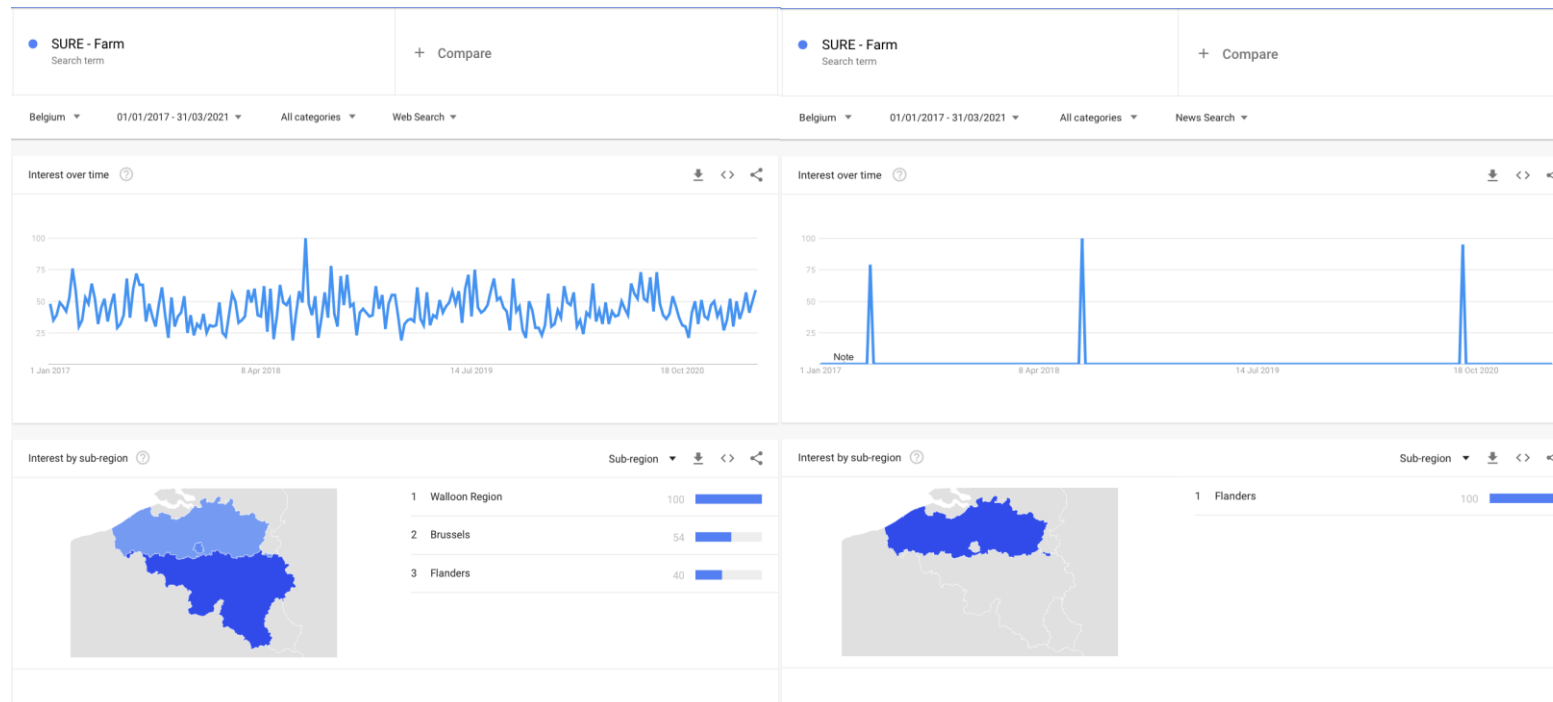
#### News searches



## 5.2 Trend on SURE-Farm partner countries

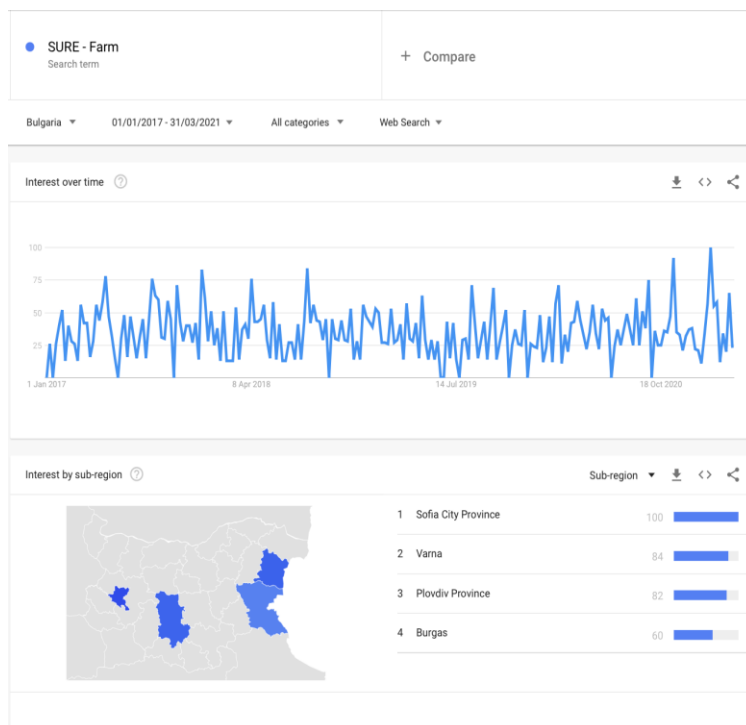
### 5.2.1 Belgium

#### Web searches



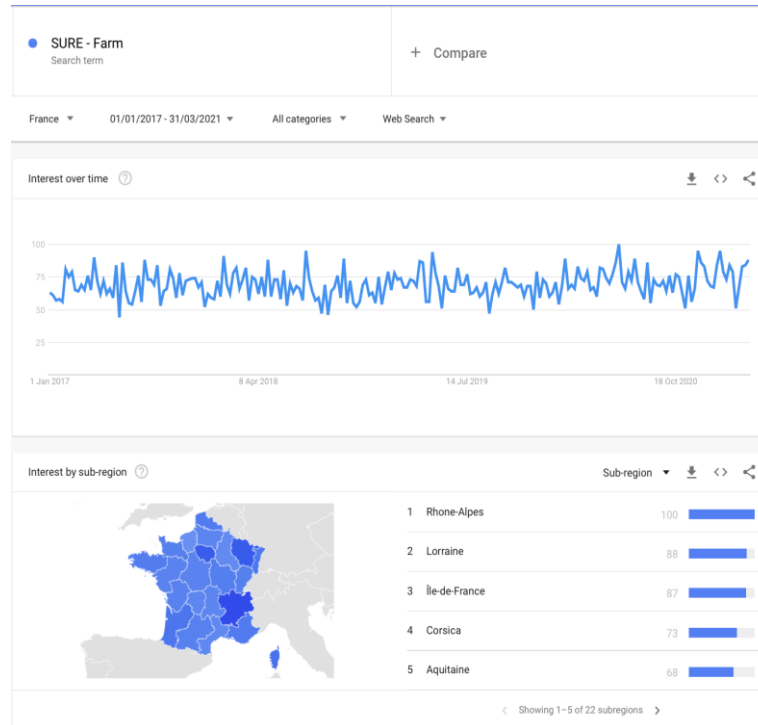
## 5.2.2 Bulgaria

### Web Searches

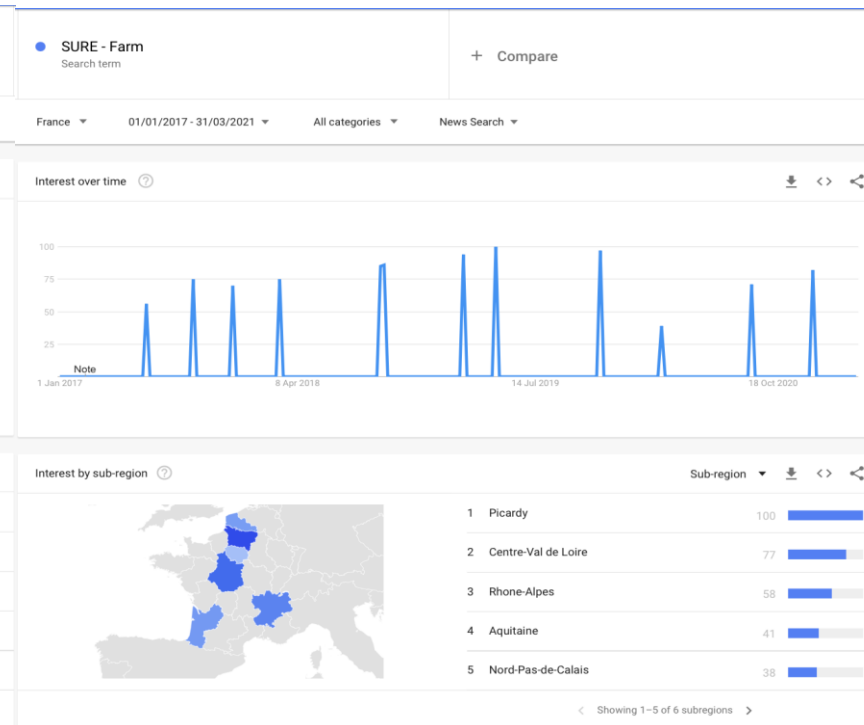


## 5.2.3 France

### Web searches

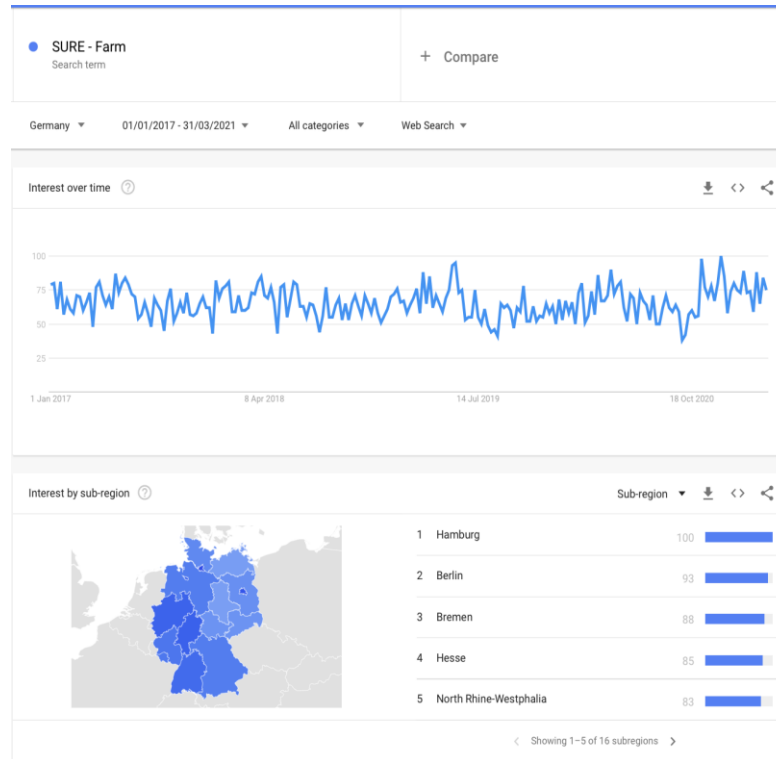


### News searches

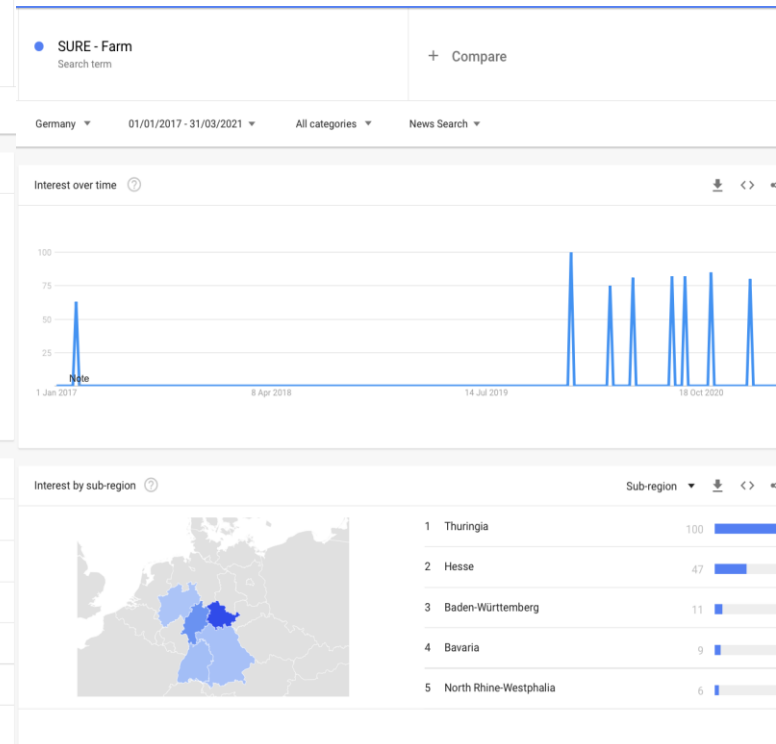


## 5.2.4 Germany

### Web searches



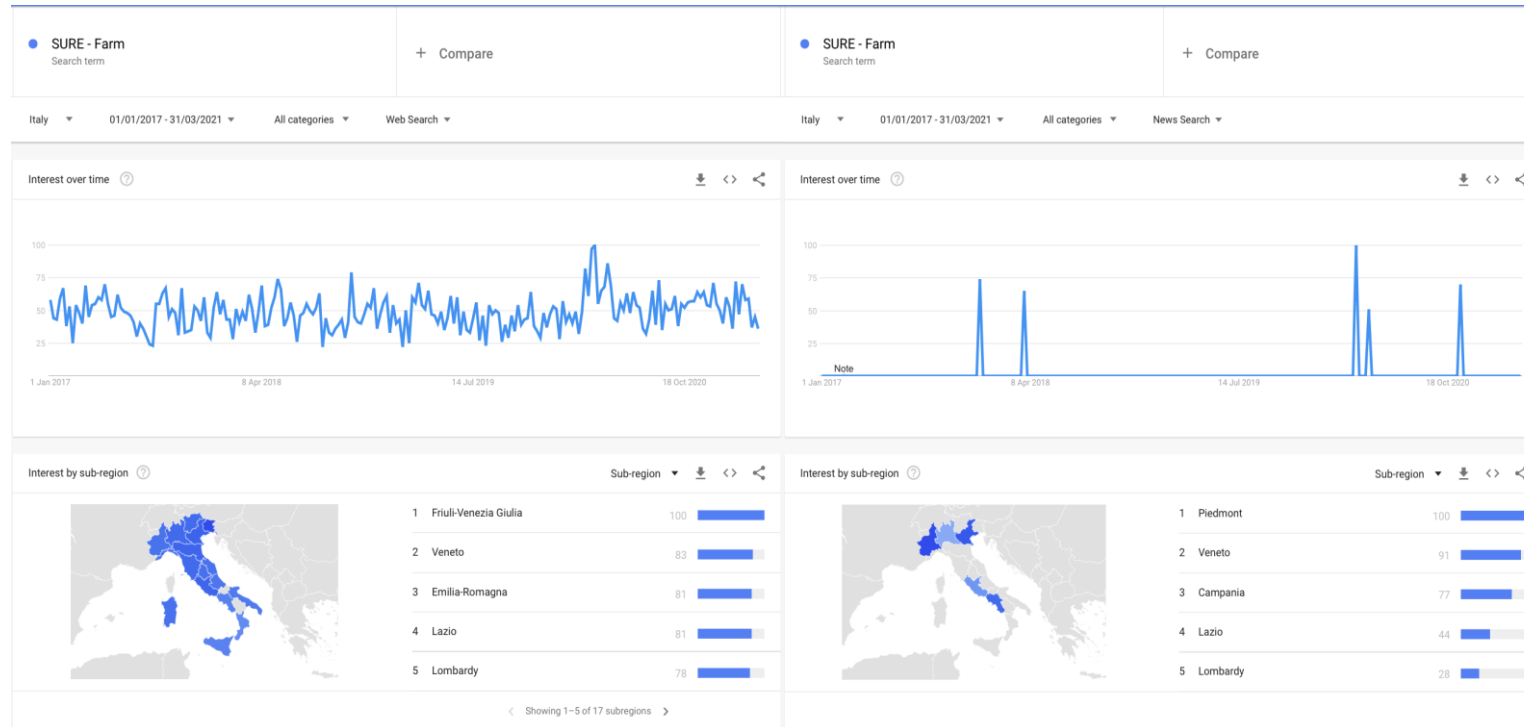
### News searches





## 5.2.5 Italy

### Web searches



SURE - Farm

Search term

+ Compare

Italy

01/01/2017 - 31/03/2021

All categories

News Search

Interest over time



Interest by sub-region

Sub-region



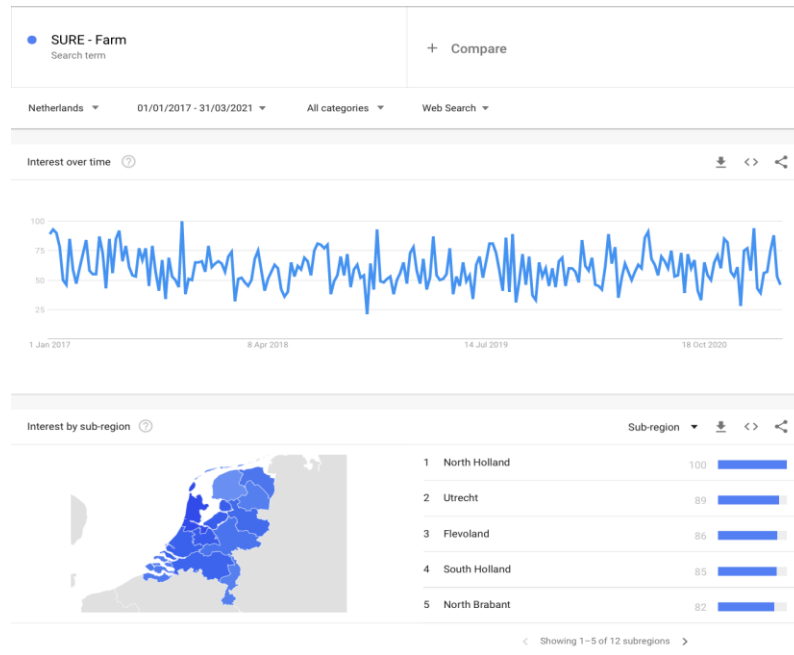
1	Piedmont	100
2	Veneto	91
3	Campania	77
4	Lazio	44
5	Lombardy	28

### News searches

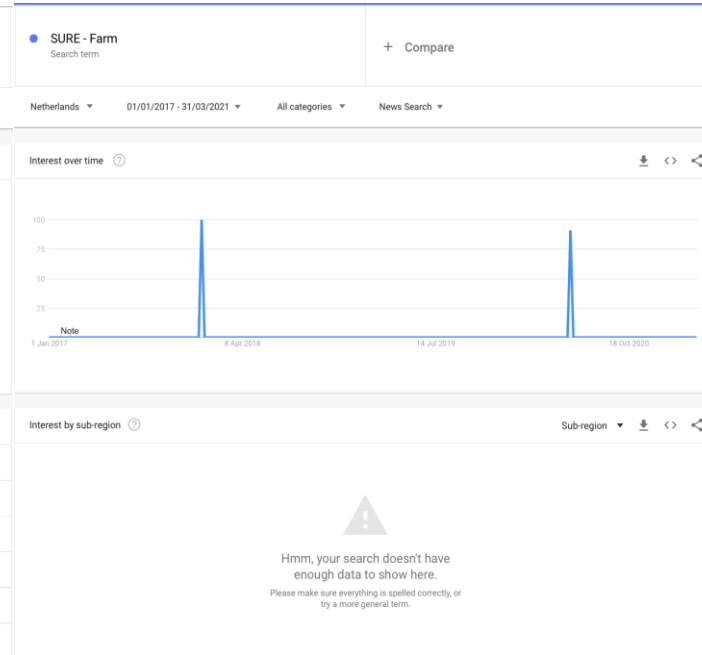


## 5.2.6 The Netherlands

### Web searches

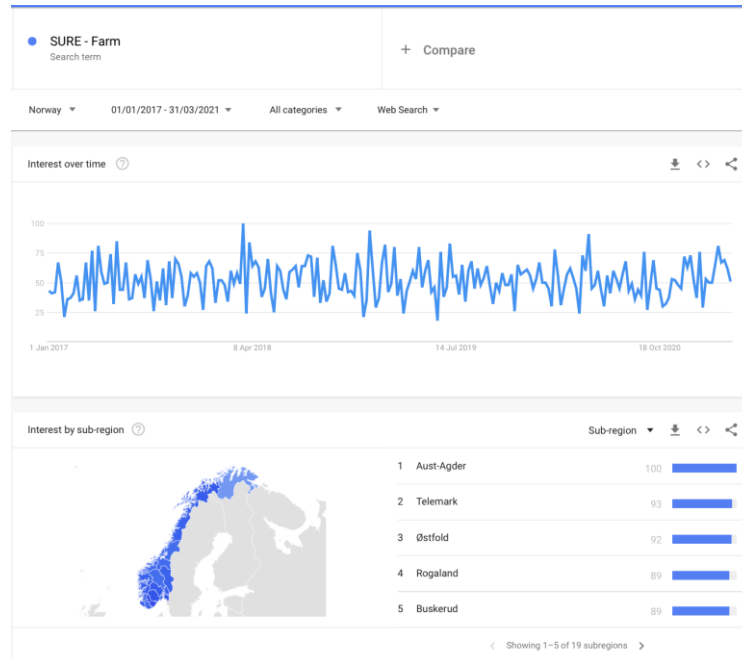


### News searches

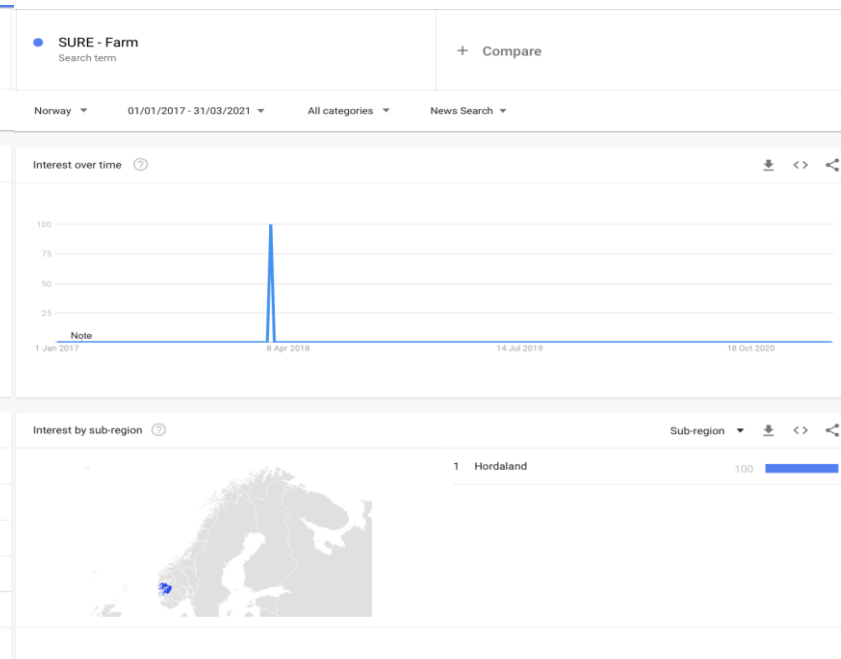


## 5.2.7 Norway

### Web searches

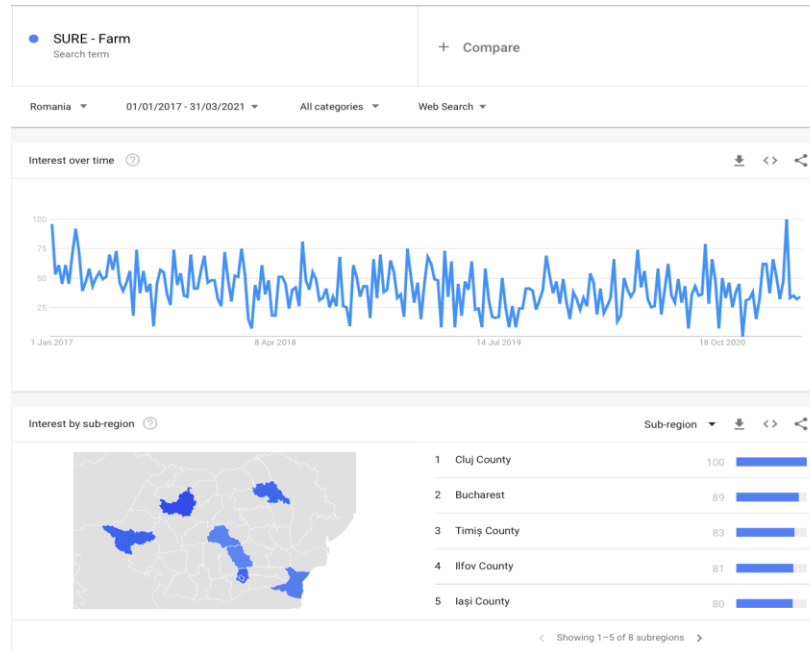


### News searches

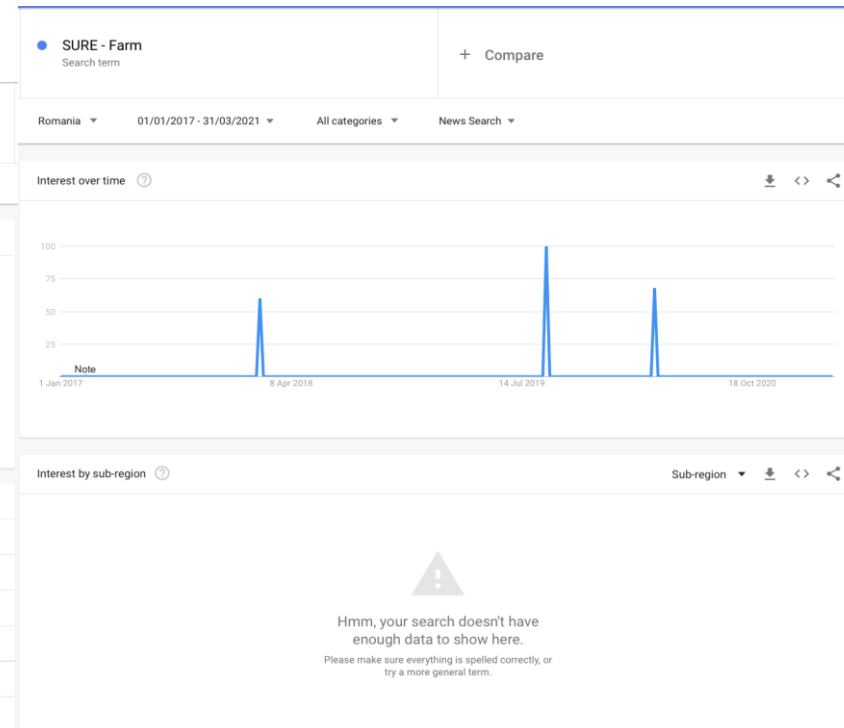


## 5.2.8 Romania

### Web searches

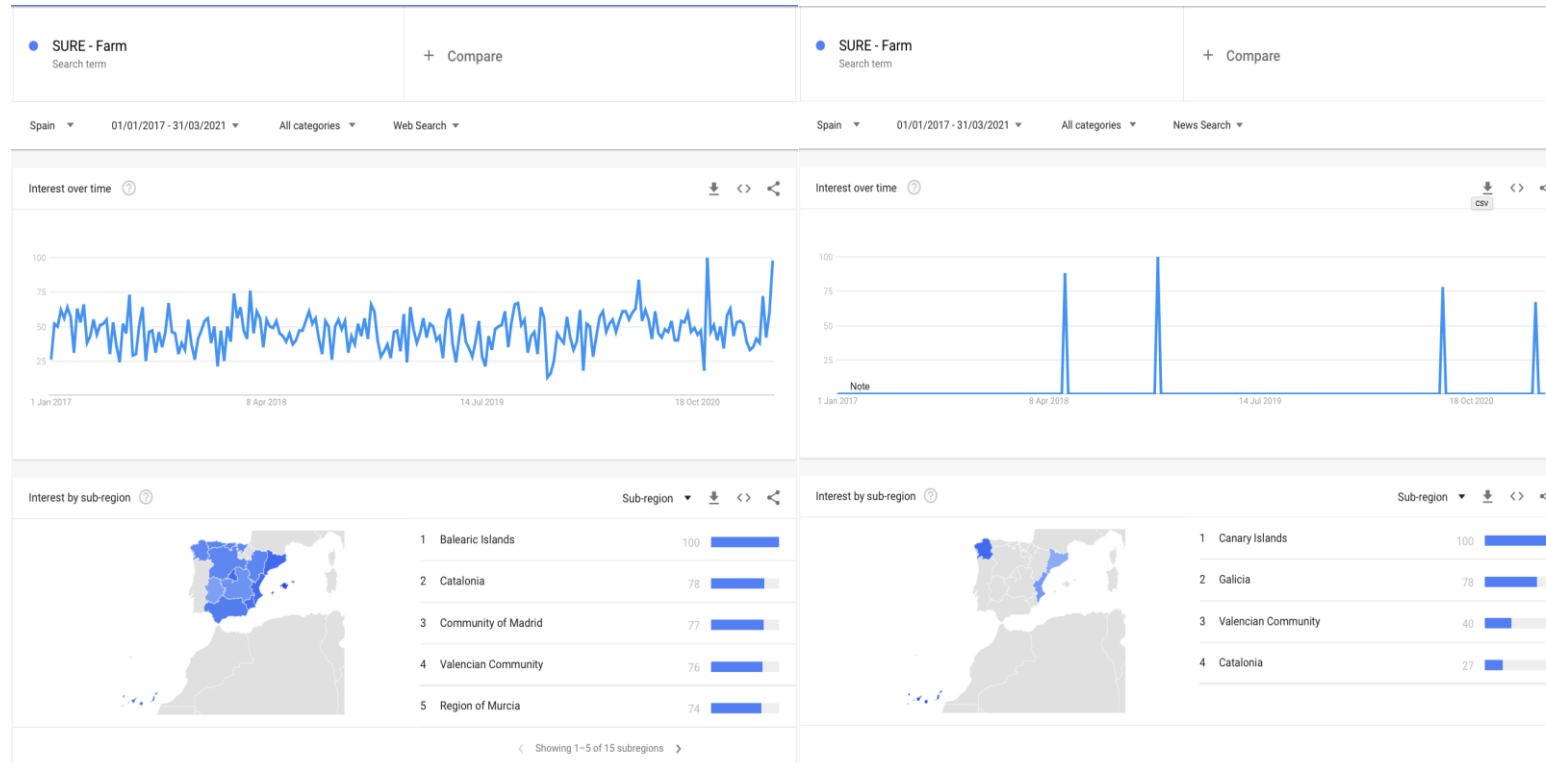


### News searches



## 5.2.9 Spain

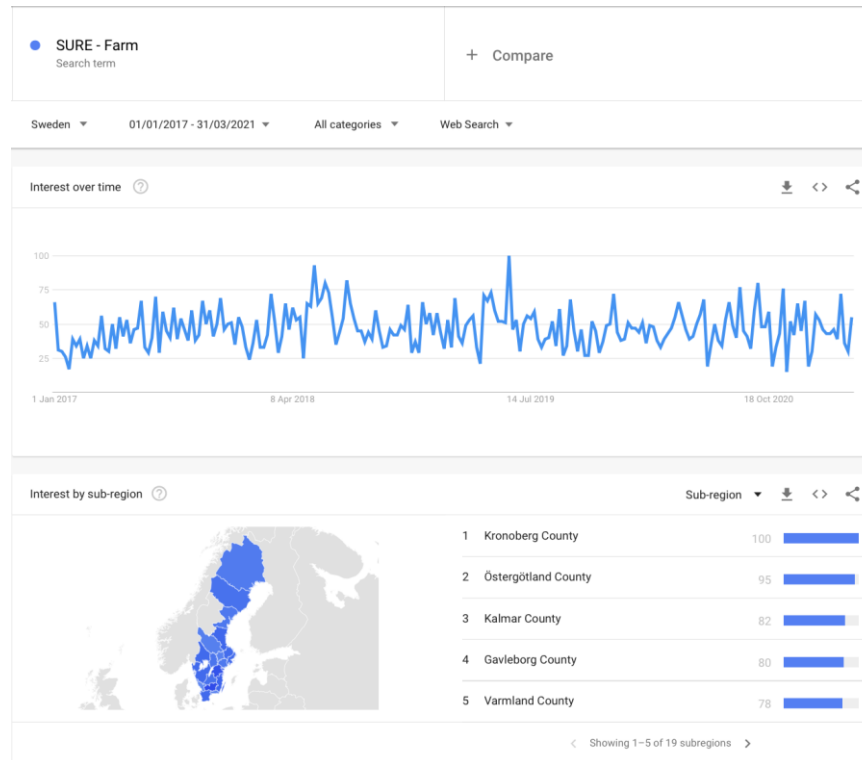
### Web searches



### News searches

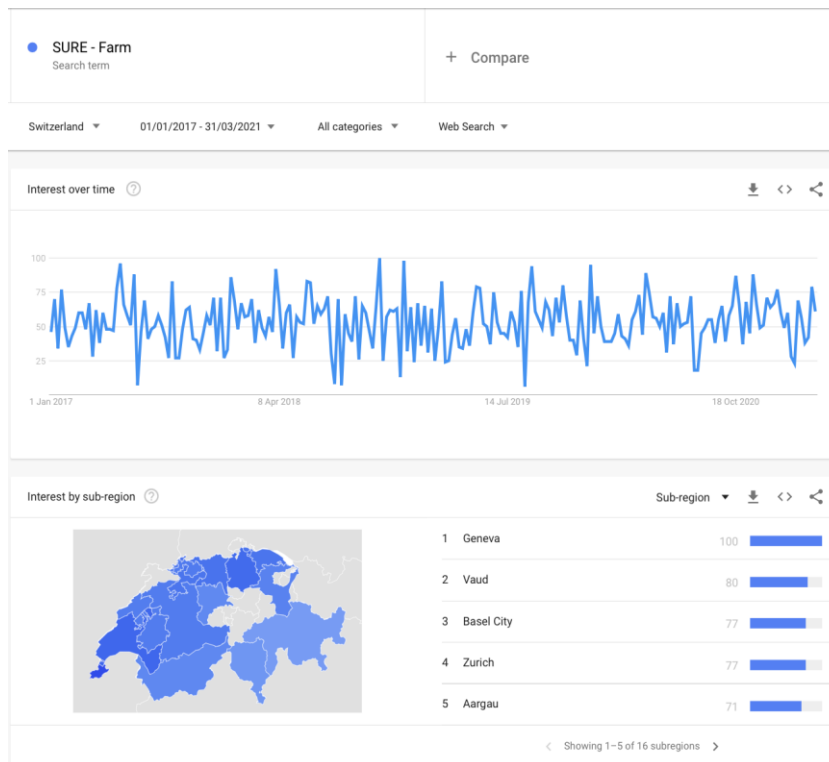
## 5.2.10 Sweden

### Web searches



## 5.2.11 Switzerland

### Web searches





## 6. Website

### 6.1 2017

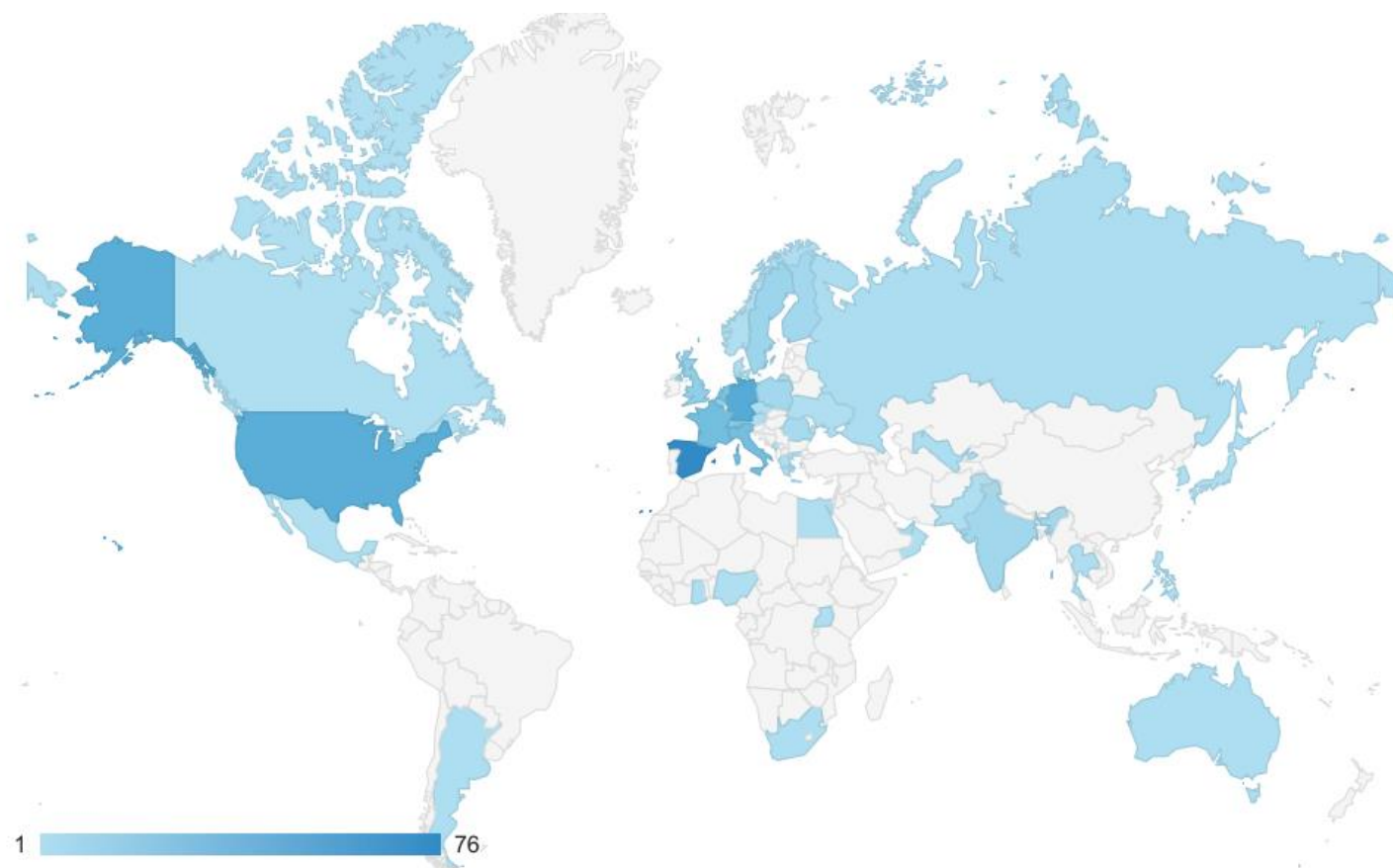
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2017	
WEBSITE														
TOTAL VISITS												414	634	1.048
SESSIONS												109	273	382
REBOUND PERCENTAGE												41%	55%	51%
PAGES PER SESSION												3,8	2,32	3
SESSION´ AVERAGE DURATION												0:05:29	0:01:41	0:02:46
TOTAL WEB VISITORS												61	186	230
NEW VISITORS												61	169	230
ORGANIC SESSIONS												41	99	140
DIRECT SESSIONS												60	161	221
REFERRAL SESSIONS												3	2	5



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2017
TRAFFIC FROM SOCIAL MEDIA													
SESSIONS FROM SOCIAL MEDIA											5	10	15
VISITORS FROM SOCIAL MEDIA											5	10	15
UNIQUE VISITORS FROM SOCIAL MEDIA											5	10	15



### 6.1.1 Session locations 2017

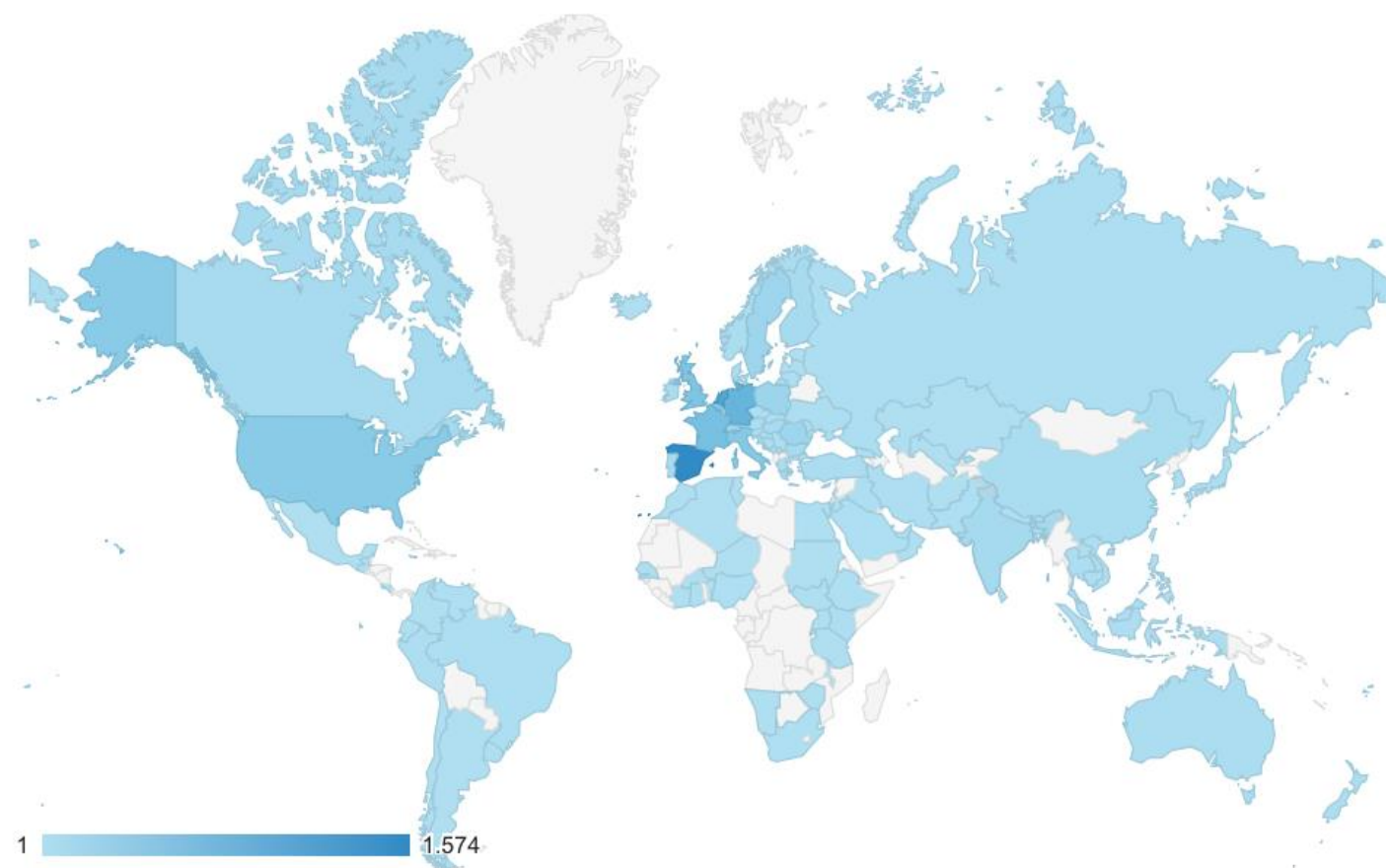


## 6.2 2018

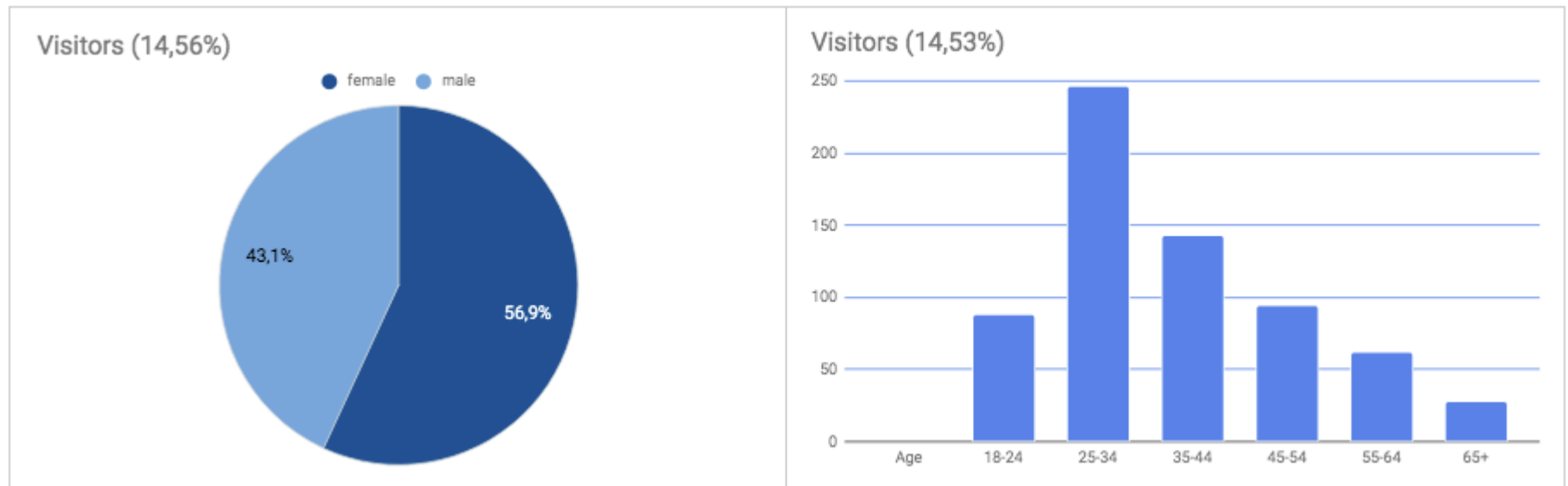
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2.018	2018 2017
<b>WEBSITE</b>														
TOTAL VISITS	1.129	1.913	1.634	2.679	1.839	2.062	1.338	1.337	1.827	1.560	1.639	1.132	20.089	
SESSIONS	353	575	645	953	660	1.090	505	617	666	646	655	468	7.833	
REBOUND PERCENTAGE	41%	42%	51%	45%	52%	67%	51%	55%	46%	54%	53%	52%	52%	
PAGES PER SESSION	3,2	3,33	2,53	2,81	2,79	1,89	2,65	2,17	2,74	2,41	2,5	2,42	2,56	
SESSION' AVERAGE DURATION	0:02:57	0:04:07	0:02:22	0:02:54	0:02:36	0:01:32	0:02:37	0:02:25	0:02:58	0:02:24	0:02:31	0:02:51	0:02:36	
TOTAL WEB VISITORS	229	349	378	564	447	845	377	470	378	414	477	314	4.555	
NEW VISITORS	206	310	314	477	380	758	318	408	319	346	422	270	4.528	
ORGANIC SESSIONS	150	248	295	475	352	387	263	264	371	361	315	254	3.735	
DIRECT SESSIONS	168	224	214	315	246	359	157	169	213	218	269	118	2.670	
REFERRAL SESSIONS	18	10	33	65	48	150	53	167	44	53	59	77	777	

	JANUARY	FEBRUARY	MARCH		MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2.018	2018 2017
<b>TRAFFIC FROM SOCIAL MEDIA</b>														
SESSIONS FROM SOCIAL MEDIA	16	93	103	98	13	194	32	17	38	14	12	19	649	
VISITORS FROM SOCIAL MEDIA	10	62	50	80	10	182	27	10	25	12	12	17	475	
UNIQUE VISITORS FROM SOCIAL MEDIA	7	59	43	67	7	179	26	6	18	6	12	13	443	

### 6.2.1 Session locations 2018



### 6.2.3 Demographic variables visitors 2018



## 6.3 2019

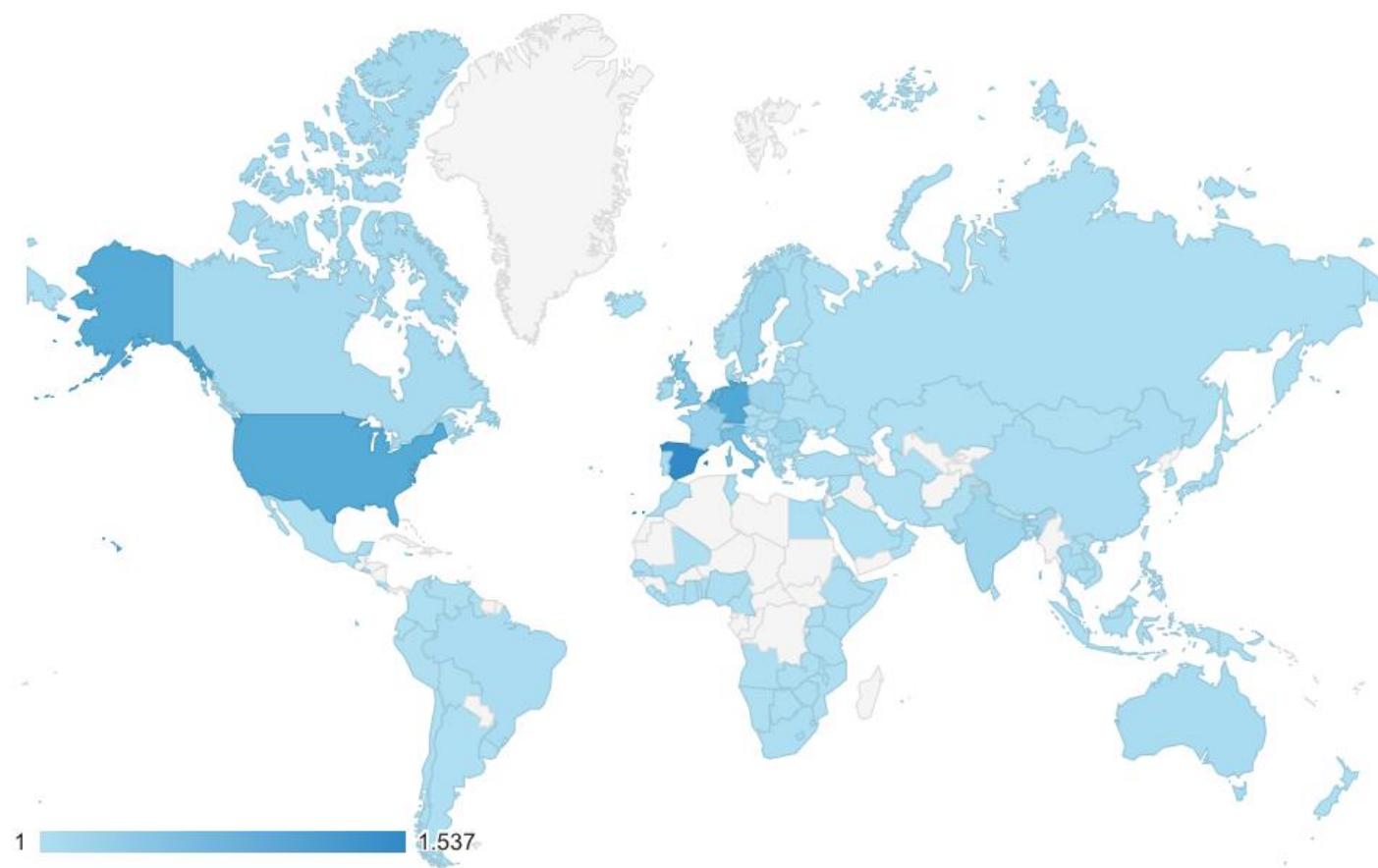
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2019	2019 2018
WEBSITE														
TOTAL VISITS	1.807	1.796	1.862	1.993	2.045	1.528	1.439	1.294	2.504	2.118	1.610	1.326	21.322	6%
SESSIONS	697	651	715	801	861	582	587	571	1.040	956	790	668	8.919	14%
REBOUND PERCENTAGE	53%	48%	51%	47%	56%	43%	44%	57%	51%	52%	56%	59%	52%	
PAGES PER SESSION	2,59	2,76	2,6	2,49	2,38	2,63	2,45	2,27	2,41	2,22	2,04	1,99	2,39	−7%
SESSION´ AVERAGE DURATION	0:02:53	0:03:26	0:03:07	0:02:43	0:02:55	0:03:33	0:03:30	0:02:28	0:02:59	0:02:44	0:02:29	0:01:56	0:02:53	10%
TOTAL WEB VISITORS	459	399	472	524	599	367	364	450	690	608	579	475	5.256	15%
NEW VISITORS	409	341	388	445	528	297	304	397	614	534	517	414	5.188	15%
ORGANIC SESSIONS	318	332	405	441	449	337	264	333	436	479	396	320	4.510	21%
DIRECT SESSIONS	234	202	214	255	308	166	187	177	285	325	315	263	2.931	10%
REFERRAL SESSIONS	44	23	16	10	8	47	69	35	108	36	34	13	443	−43%

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2019	2019 2018
TRAFFIC FROM SOCIAL MEDIA														
SESSIONS FROM SOCIAL MEDIA	101	94	80	95	96	32	67	26	145	70	45	72	923	42%
VISITORS FROM SOCIAL MEDIA	68	46	59	80	72	18	49	18	90	31	17	30	482	1%
UNIQUE VISITORS FROM SOCIAL MEDIA	58	32	45	63	56	9	36	11	68	18	8	22	426	−4%

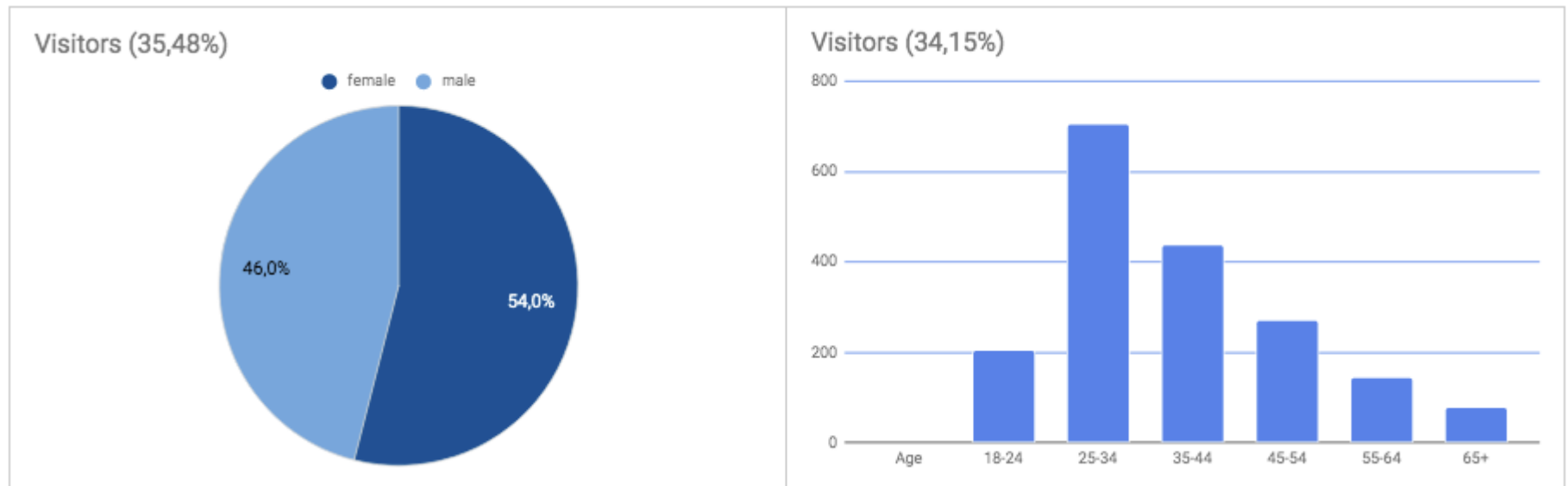




### 6.3.1 Session locations 2019



### 6.3.3 Demographic variables visitors 2019



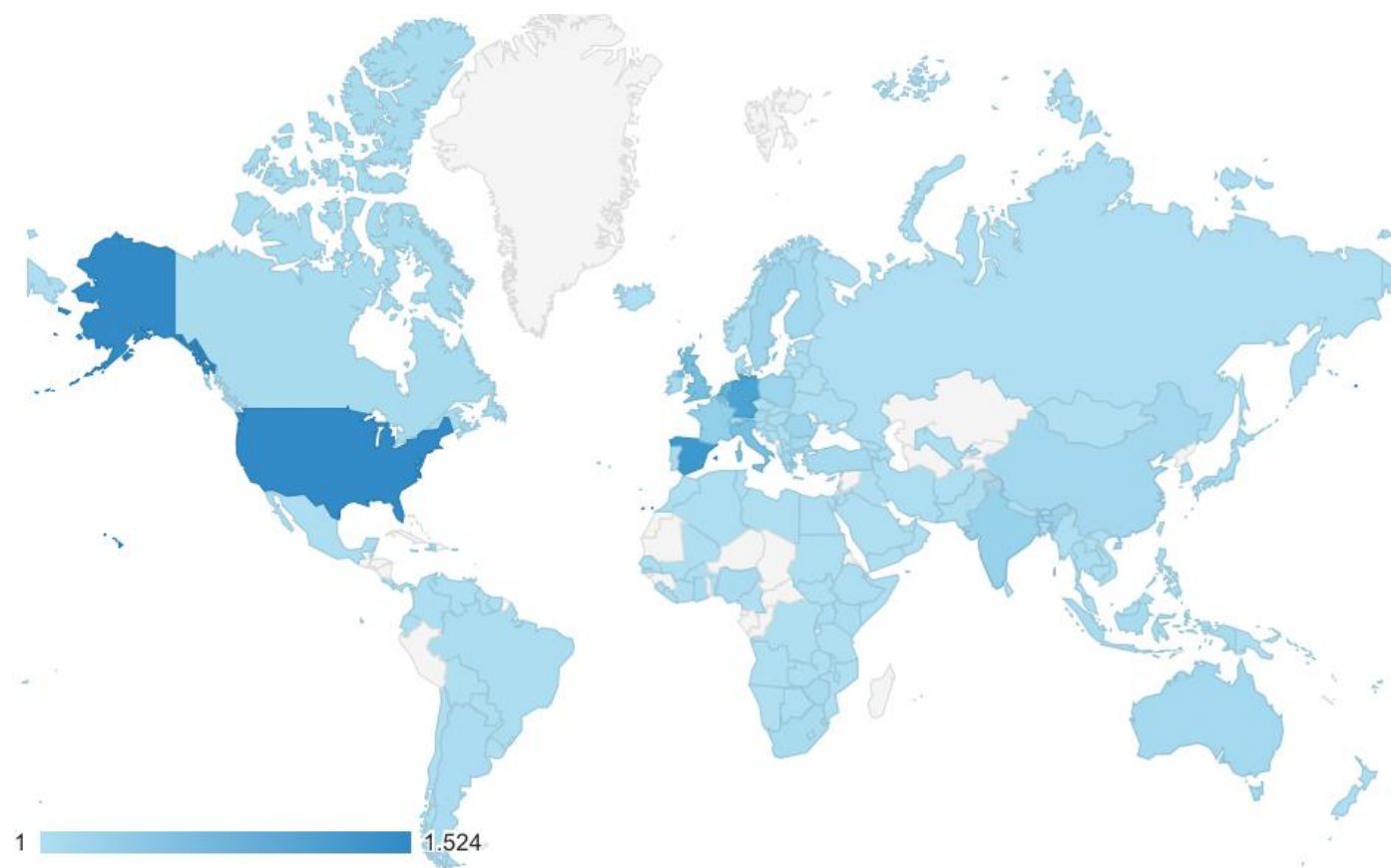
## 6.4 2020

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2020	2020 2019
<b>WEBSITE</b>														
TOTAL VISITS	2.349	1.870	2.044	1.540	1.428	2.570	1.682	1.034	1.956	1.810	1.814	1.539	21.636	1%
SESSIONS	1.216	891	989	786	715	1.101	749	517	819	845	856	538	10.022	12%
REBOUND PERCENTAGE	69%	55%	48%	59%	59%	53%	55%	59%	49%	54%	56%	57%	56%	
PAGES PER SESSION	1,93	2,1	2,07	1,96	2	2,33	2,25	2	2,39	2,14	2,12	2,86	2,16	-10%
SESSION' AVERAGE DURATION	0:01:59	0:02:18	0:02:47	0:02:04	0:02:12	0:03:19	0:02:40	0:01:56	0:02:50	0:02:47	0:02:47	0:04:30	0:02:39	-8%
TOTAL WEB VISITORS	966	650	713	569	525	681	524	394	547	536	550	366	6.446	23%
NEW VISITORS	906	574	641	524	485	625	472	354	500	485	493	315	6.374	23%
ORGANIC SESSIONS	386	388	384	357	373	474	372	298	411	460	449	282	4.634	2,75
DIRECT SESSIONS	730	386	339	333	275	421	280	170	363	329	309	173	4.108	40%
REFERRAL SESSIONS	26	42	194	60	45	81	78	31	24	42	59	35	717	62%

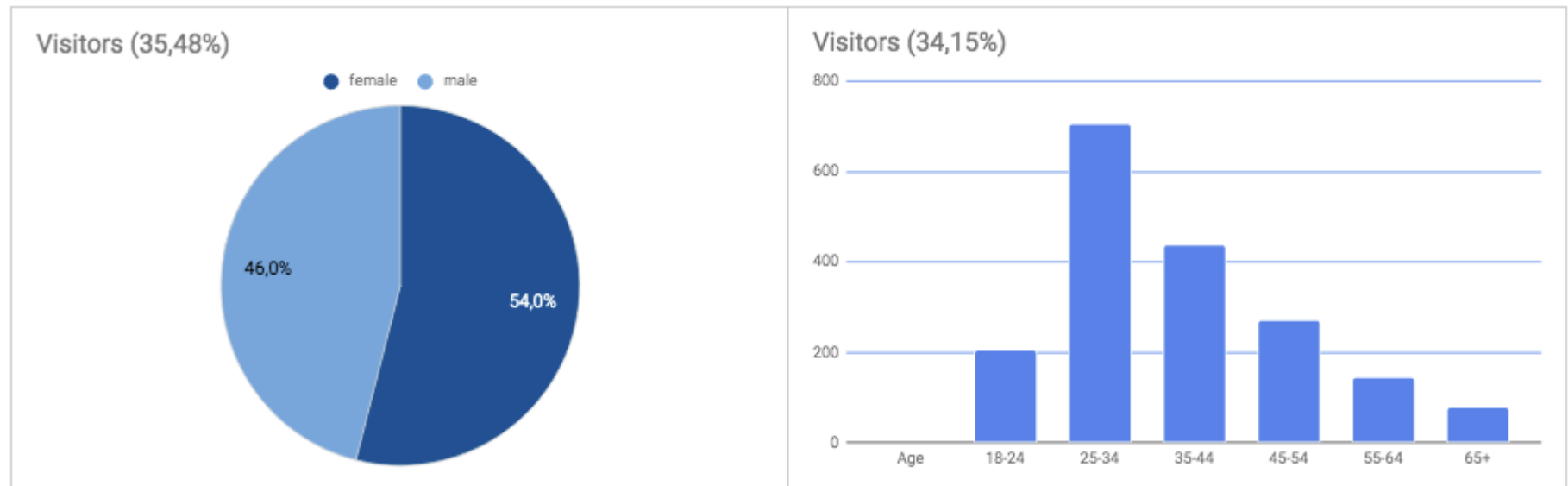
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2019	2020 2019
<b>TRAFFIC FROM SOCIAL MEDIA</b>														
SESSIONS FROM SOCIAL MEDIA	74	75	72	36	22	125	19	18	21	14	39	48	563	-39%
VISITORS FROM SOCIAL MEDIA	31	43	33	17	13	71	11	16	21	10	26	37	292	-39%
UNIQUE VISITORS FROM SOCIAL MEDIA	23	27	22	12	12	58	4	12	18	9	23	33	253	-41%



### 6.4.1 Session locations 2020



### 6.4.3 Demographic variables visitors 2020



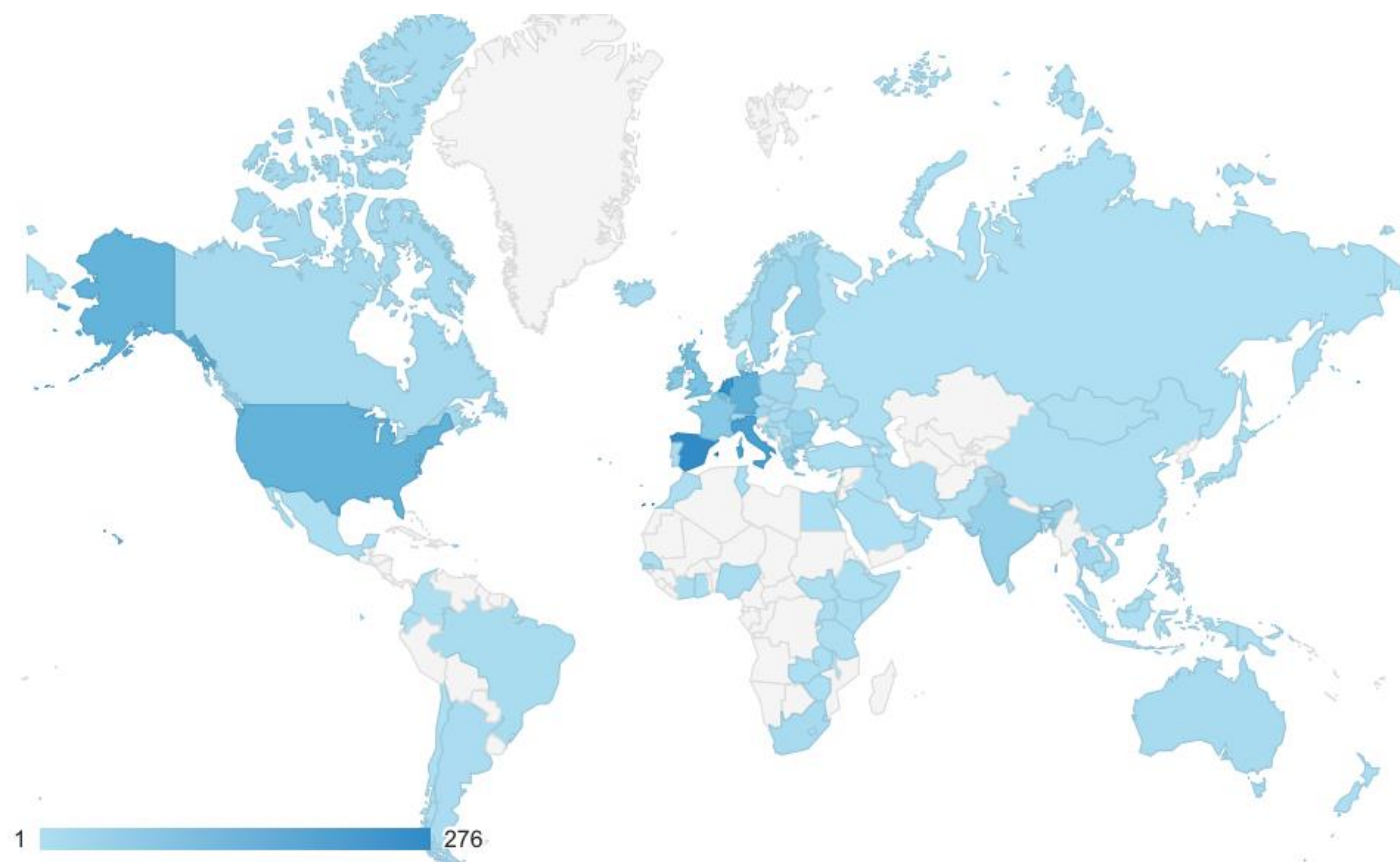
## 6.5 2021

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	1/1 to 31/3
<b>WEBSITE</b>													
TOTAL VISITS	598	1.606	2.214										4.418
SESSIONS	237	778	1.120										2.135
REBOUND PERCENTAGE	51%	57%	65%										61%
PAGES PER SESSION	2,52	2,06	1,98										2,07
SESSION' AVERAGE DURATION	0:03:25	0:02:06	0:02:19										0:02:21
TOTAL WEB VISITORS	151	532	818										1.501
NEW VISITORS	132	506	753										1.391
ORGANIC SESSIONS	87	264	489										840
DIRECT SESSIONS	102	372	477										951
REFERRAL SESSIONS	44	59	64										167

	JANUARY	FEBRUARY	MARCH	APRIL, 15	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	1/1 to 31/3
<b>TRAFFIC FROM SOCIAL MEDIA</b>													
SESSIONS FROM SOCIAL MEDIA	4	81	89										174
VISITORS FROM SOCIAL MEDIA	3	59	74										136
UNIQUE VISITORS FROM SOCIAL MEDIA	0	52	60										112

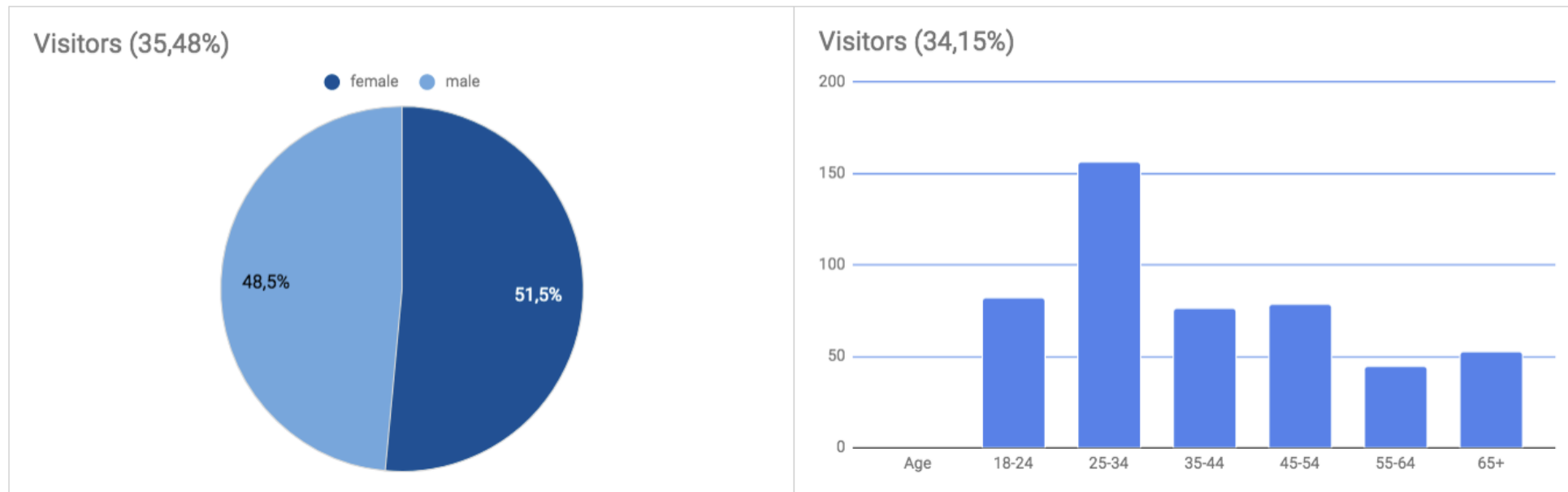


### 6.5.1 Session locations 2021





### 6.5.3 Demographic variables visitors 2021



## 7. Social media

### 7.1 2017

SOCIAL MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 2017							
TWITTER																				
FOLLOWERS							No activity	65	105	116	135	135								
TWEETS								2	3	0	7	12								
PROFILE VISITS								-	-	-	-	-								
IMPRESSIONS								627	7.570	2.126	7.782	18.105								
MENTIONS								-	-	-	-	-								
INTERACTIONS								101	182	27	94	404								
Likes								7	57	4	42	110								
Retweets								10	48	10	42	110								
Replies								4	1	0	0	5								
Clics								21	76	13	10	120								
INSTAGRAM																				
FOLLOWERS														0	No activity					0
POSTS	1	1																		
INTERACTIONS	4	4																		
VIDEO VIEWS	0	0																		
LIKES	4	4																		

## 7.2 2018

SOCIAL MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 2018
<b>TWITTER</b>													
FOLLOWERS	153	176	193	260	266	313	354	371	403	412	431	442	442 227%
TWEETS	3	9	3	7	0	4	6	1	6	0	1	1	41
PROFILE VISITS	-	-	-	-	-	-	-	-	-	-	-	-	-
IMPRESSIONS	6.799	15.456	9.253	21.000	3.632	13.100	7.093	4.714	9.085	2.140	3.372	4.268	92.819
MENTIONS	-	-	-	-	-	-	-	-	-	-	-	-	-
INTERACTIONS	108	259	123	321	9	218	132	41	155	5	41	40	1.320
Likes	33	80	53	106	0	72	79	20	82	1	19	17	483
Retweets	19	85	29	87	0	55	35	8	42	1	9	11	346
Replies	2	2	0	0	0	10	0	0	0	0	1	0	15
Clics	54	92	41	128	9	81	18	13	31	3	12	12	494
<b>INSTAGRAM</b>													
FOLLOWERS	No activity												No activity
POSTS													
INTERACTIONS													
VIDEO VIEWS													
LIKES													



## 7.3 2019

SOCIAL MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 2019
TWITTER													
FOLLOWERS	465	486	520	554	574	600	618	643	685	726	760	778	778 76,02%
TWEETS	8	11	13	23	15	14	13	14	17	14	15	15	172 320%
PROFILE VISITS	-	-	-	-	-	-	-	-	237	180	156	234	807 -
IMPRESSIONS	19.871	15.624	24.769	30.500	19.003	16.830	18.135	14.353	27.180	17.515	19.020	17.174	239.974 159%
MENTION	-	-	-	-	-	-	-	-	-	6	9	12	27 -
INTERACTIONS	229	220	351	419	261	198	289	175	449	246	227	248	3.312 151%
Likes	94	108	171	228	124	96	108	98	226	133	110	115	1.611 234%
Retweets	58	58	77	80	50	45	57	35	108	59	59	62	748 118%
Replies	0	0	1	2	1	1	0	1	0	2	1	2	11 -27%
Clics	77	54	102	109	86	56	124	41	115	52	57	69	942 91%
INSTAGRAM													
FOLLOWERS	14	49	64	74	75	76	74	74	80	82	83	85	85 -
POSTS	7	11	8	9	9	8	9	10	1	10	9	7	98 -
INTERACTIONS	122	196	130	155	144	73	47	53	2	41	17	44	1.024 -
VIDEO VIEWS	12	87	87	103	28	26	0	0	4	22	25	69	463 -
LIKES	121	191	127	151	139	72	47	52	1	41	17	44	1.003 -

## 7.4 2020

SOCIAL MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 2020
TWITTER													
FOLLOWERS	806	842	897	949	974	997	1.015	1.036	1.056	1.075	1.096	1.109	1.109 43%
TWEETS	13	14	15	16	13	13	13	16	14	13	14	17	171 -1%
PROFILE VISITS	115	203	156	333	132	348	119	141	178	82	127	753	2.687 -
IMPRESSIONS	18.290	21.982	16.492	19.800	13.702	13.620	12.710	17.515	12.090	11.718	10.320	13.826	182.065 -24%
MENTION	12	15	16	15	12	13	12	16	21	5	6	18	161 -
INTERACTIONS	181	269	155	178	121	127	146	292	144	214	120	222	2.169 -35%
Likes	92	97	76	92	63	53	84	102	81	112	56	129	1.037 -1%
Retweets	41	54	31	34	23	30	28	55	30	34	18	37	415 -45%
Replies	1	4	1	2	0	0	1	1	1	1	1	1	14 27%
Clics	47	114	47	50	35	44	33	134	32	67	45	55	703 -25%
INSTAGRAM													
FOLLOWERS	105	114	128	140	149	160	167	175	177	191	198	201	201 136%
POSTS	10	8	9	9	8	9	9	8	10	9	8	10	107 9%
INTERACTIONS	74	77	87	82	45	57	54	31	48	52	27	35	669 -35%
VIDEO VIEWS	0	0	0	0	28	114	124	39	0	0	0	34	339 -27%
LIKES	74	76	87	81	45	57	52	31	48	52	27	34	664 -34%



SOCIAL MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 2020
LINKEDIN	2												
FOLLOWERS		39	48	54	91	117	150	178	199	209	250	300	300
POSTS		0	8	5	4	5	5	4	4	5	5	4	49
PAGE VIEWS		-	-	30	53	72	69	40	35	24	164	66	553
UNIQUE VISITORS PAGE		-	-	12	31	36	33	21	17	14	63	34	261
CLICKS		0	41	44	29	43	24	38	68	29	18	60	394
INTERACTIONS		0	28	25	38	45	28	32	50	29	22	63	360
Reactions		0	26	18	28	33	26	29	44	27	22	48	301
Shares		0	2	5	8	12	2	3	4	1	0	15	52
Comments		0	0	2	2	0	0	0	2	1	0	0	7



## 7.5 2021 (March 31st)

SOCIAL MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 31/03/2021
<b>TWITTER</b>													
FOLLOWERS	1.125	1.147	1.181										1.181 6%
TWEETS	13	12	22										47
PROFILE VISITS	511	622	1.595										2.728
IMPRESSIONS	11.532	17.332	28.241										57.105
MENTIONS	3	21	23										47
INTERACTIONS	171	218	329										718
Likes	93	92	141										326
Retweets	34	49	71										154
Replies	1	0	0										1
Clics	43	77	117										237
<b>INSTAGRAM</b>													
FOLLOWERS	217	250	277										277 38%
POSTS	9	8	10										27
INTERACTIONS	74	58	96										228
VIDEO VIEWS	33	19	31										83
LIKES	73	58	96										227



SOCIAL MEDIA	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL 31/03/2021
LINKEDIN													
FOLLOWERS	344	410	496										496 65%
POSTS	4	4	5										13
PAGE VIEWS	102	155	263										520
UNIQUE VISITORS PAGE	53	97	144										294
CLICKS	53	65	93										211
INTERACTIONS	76	67	68										211
Reactions	36	59	55										150
Shares	40	8	10										58
Comments	0	0	3										3



### 3 Dissemination activities.

#### 3.1 Referred papers published

Title	Authors	Published (Journal)
The Struggle of Farming Systems in Europe: Looking for Explanations Through the Lens of Resilience	Meuwissen, M., P. Feindt, A. Spiegel, E. Mathijs, R. Finger, P. Midmore, Y. de Mey, K. Termeer, A. Balman, E. Wauters, P. Reidsma	Eurochoices Special Issue
Boerenpower: naar een veerkrachtige agrarische sector	Meuwissen, M. and P. Reidsma	In: de Zwarte, I. and J. Candel (Eds). Oplossingen voor het wereldvoedselvraagstuk. Wageningen University. In Press
A framework to assess the resilience of farming systems	Miranda P.M. Meuwissen et al., 2019.	Agricultural Systems, Volume 176.
Impact of Covid-19 on farming systems in Europe through the lens of resilience thinking,	Meuwissen et al.	Agricultural systems, Volume 191, June 2021, 103152.
Stakeholders' perspectives to improve risk management in European farming systems	Bertolozzi-Caredio, D.; Bardaji, I.; Garrido A.; Berry, R.; Bijttebier, J.; Gavrilescu, C.; Jendrzewski, B.; Meuwissen, M.; Ollendorf, F.; Pinsard, C.; Rommel, J.; Severini, S.; Soriano, B.	Journal of Rural Studies, 84, 147-161.

Economic risk assessment of the quality labels and productive efficiency	Bertolozzi-Caredio Daniele, Soriano Barbara, Bardají Isabel, Garrido Alberto	Agricultural Systems 191 (2021) 103169
Risk Management and its Role in Enhancing Perceived Resilience Capacities of Farms and Farming Systems in Europe	Spiegel, A., Soriano, B., de Mey, Y., Slijper, T., Urquhart, J., Bardaji, I., Vigani, M., Severini, S., Meuwissen, M.	Eurochoices Special Issue
Telling stories - farmers offer new insights into farming resilience	Phillipa Nicholas-Davies*, Susan Fowler, Peter Midmore,	Eurochoices Special Issue
Index insurances for grasslands – A review for Europe and North-America	Willemijn Vroege, Tobias Dalhaus, Robert Finger	2019. Agricultural Systems, Volume 168, Pages 101-111
Insuring Weather Risks in European Agriculture	Vroege et al.	Eurochoices Special Issue
Resilience, Labour, and Migration Trends in the EU-27	Slijper, T., et al	Eurochoices Special Issue
From risk behavior to perceived resilience: A Dutch case study	Slijper, T. Y. de Mey, P.M. Poortvliet, M.P.M. Meuwissen	X In press Ecology and Society
Key steps and dynamics of family farm succession in marginal extensive livestock farming	Bertolozzi-Caredio, Isabel Bardaji, Isabeau Coopmans, Barbara Soriano, Alberto Garrido	2020. Journal of Rural Studies, 76, 131-141. ISSN 0743-0167. Available online: <a href="https://doi.org/10.1016/j.jrurstud.2020.04.030">https://doi.org/10.1016/j.jrurstud.2020.04.030</a>
Satellite support to insure farmers against extreme droughts.	Willemijn Vroege, Anton Vrieling & Robert Finger	Nature food

Role of learning in building resilience of small-mixed farming system - a Romanian case study	Monica-Mihaela Tudor, Camelia Gavrilescu, Julie Urquhart, Valentin-Mihai Bohateret, Ioan-Sebastian Bruma, Krisztina-Melinda Dobay, Daniela Matei, Lucian Tanasa	Lucrari Stiintifice Management Agricol, 2020, XXII (2), 180-188, ISSN print 1453-1410, ISSN online 2069-2307,
How much farm succession is enough?	Christine Pitson, Jo Bijttebier, Franziska Appel, Alfons Balmann	Eurochoices special issue
Does the Common Agricultural Policy enhance farming systems' resilience? Applying the Resilience Assessment Tool (ResAT) to a farming system case study in the Netherlands	Yannick Buitenhuis, Jeroen Candel, Katrien Termeer, Peter H. Feindt	Journal of Rural Studies Volume 80, pp. 314-327
Improving the resilience-enabling capacity of the Common Agricultural Policy: Policy recommendations for more resilient EU farming systems.	Y. Buitenhuis, J. Candel, P.H. Feindt, K. Termeer, E. Mathijs, I. Bardají, J. Black, A. Martikainen, M. Moeyersons, A. Sorrentino.	Eurochoices Special Issue
The Perception of Importance and Performance of Private and Public Functions Delivered by a Farming System – The Case Study of Horticulture Sector in Poland	Krupin V., Bańkowska K.	Annals of Polish Association of Agricultural Economists and Agribusiness, 2020, XXII (2), 125-133, DOI: 10.5604/01.3001.0013.8453.
Assessing the Resilience and Sustainability of a Hazelnut Farming System in Central Italy with a Participatory Approach.	Nera, E.; Paas, W.; Reidsma, P.; Paolini, G.; Antonioli, F.; Severini, S.	2020. Sustainability, 12, 343. Available online: <a href="https://www.mdpi.com/2071-1050/12/1/343">https://www.mdpi.com/2071-1050/12/1/343</a>

Participatory assessment of sustainability and resilience of three specialized farming systems	Wim Paas, Isabeau Coopmans, Simone Severini, Martin van Ittersum, Miranda Meuwissen, Pytrik Reidsma	Ecology & Society, 16(2):2
How do stakeholders perceive the sustainability and resilience across farming systems in the EU?	Reidsma, P., M. Meuwissen, F. Accatino, F. Appel, I. Bardaji, I. Coopmans, C. Gavrilescu, F. Heinrich, V. Krupin, G. Manevska, M. Peneva, J. Rommel, S. Severini, B. Soriano, J. Urquhart, K. Zawalinska, W. Paas	Eurochoices Special Issue
Stability of risk attitude, agricultural policies and production shocks: evidence from Italy.	Bozzola, M., Finger, R.	European Review of Agricultural Economics (2020) pp. 1–25
The optimal drought index for designing weather index insurance	Bucheli, J., Dalhaus, T., Finger, R.	European Review of Agricultural Economics (2020) pp. 1–25
Effects of the Income Stabilization Tool on farm income level, variability and concentration in Italian agriculture	Severini S., Di Tommaso G., Finger R. (2019)	Agricultural and Food Economics. 7:23. Page:1-22. <a href="https://doi.org/10.1186/s40100-019-0141-9">https://doi.org/10.1186/s40100-019-0141-9</a>
Modeling agricultural risk management policies – The implementation of the Income Stabilization Tool in Italy”.	Severini S., Biagini L. and Finger R. (2019)	Journal of Policy Modeling, 41(1): 140-155. <a href="https://doi.org/10.1016/j.jpolmod.2018.03.003">https://doi.org/10.1016/j.jpolmod.2018.03.003</a>
Human behaviour versus optimising agents and the resilience of farms – Insights from agent-based participatory experiments with FarmAgriPoliS	Appel, F., Balmann, A. 2019.	Ecological Complexity 40 Part B. Available online: <a href="https://doi.org/10.1016/j.ecocom.2018.08.005">https://doi.org/10.1016/j.ecocom.2018.08.005</a>

Institutions and the resilience of biobased production systems: the historical case of livestock intensification in the Netherlands.	Termeer, C.J.A.M., Feindt, P.H., Karpouzoglou, T., Poppe, K.J., Hofstede, G., Kramer, K., Ge, L., Matthijs, E., Meuwissen, M.P.M., 2019.	Ecology and Society 24 (4):15. <a href="https://doi.org/10.5751/ES-11206-240415">https://doi.org/10.5751/ES-11206-240415</a> .
Creating a market for price swaps: Case study of an innovative risk management instrument in the Belgian-Dutch pear market	Eewoud Lievens, Kobe Tielens, Erik Mathijs	Agricultural Economics – Czech, 67, 2021 (1): 33–40
Badanie żywotności systemów produkcji rolnej w ramach SURE-Farm H2020 (Study of Endurance of Agricultural Production Systems in the Framework of SURE-Farm H2020, in Polish language)	Krupin V., Bańkowska K.	Annals of Polish Association of Agricultural Economists and Agribusiness, 2017, XIX (2): 127-132, DOI: 10.5604/01.3001.0010.1172
Shared socio-economic pathways for European agriculture: Eur-Agri-SSPs	Mitter, H., A.-K. Techen, F. Sinabell, K. Helming, K. Kok, J. Priess, B. Bodirsky, I. Holman, H. Lehtonen, A. Leip, C. Le Mouël, E. Mathijs, B. Mehdi, M. Michetti, K. Mittenzwei, O. Mora, L. Øygarden, P. Reidsma, R. Schaldach, E. Schmid, M. Schoenhart	Global Environmental Change, in press
A protocol to develop Shared Socio-economic Pathways for European agriculture	Mitter, H., A.-K. Techen, F. Sinabell, K. Helming, K. Kok, J. Priess, B. Bodirsky, I. Holman, H. Lehtonen, A. Leip, C. Le Mouël, E. Mathijs, B. Mehdi, M. Michetti, K. Mittenzwei, O. Mora, L. Øygarden, P. Reidsma, R. Schaldach, E. Schmid, M. Schoenhart	2019. Journal of Environmental Management 252, 109701.

### 3.2 Attendance to congress/ conferences and dissemination events

Conference /Meeting	Date	Session	Participants
Uppsala EAAE seminar, M.Meuwissen	07/02/2019	A behavioural perspective on resilience of farming systems	50
Presentation PhD students @ Wageningen University, M. Meuwissen	11/02/2019	SURE-Farm framework	25
Stakeholder workshop in Widniówka, Poland (FoPIA 1)	06/03/2019	Presentation of the SURE-Farm project to stakeholders	20
93rd Annual Conference, Warwick University, Coventry, UK	15-17 April 2019	Poster paper "Farm business resilience in East Anglia: a biographical narrative analysis" (Nicholas, Midmore and Fowler) delivered at the 93rd Annual Conference, April 15-17, 2019, Warwick University, Coventry, UK	25
4TU DeSIRE conference on Resilience Engineering; Building Connections for Resilience Engineering Solutions, University of Twente, the Netherlands, Meuwissen, Keynote	07/06/2019	"The resilience of EU farming systems"	60
XXIV Workshops of Agricultural Economists, Krasnobród, Poland	10/06/2019	Presentation "Analysis of farming system's resilience based on horticulture sector in Poland" by Vitaliy Krupin (IRWiR PAN)	30
Sure-farm stakeholder workshop, Merelbeke, Flanders	05/09/2019	presentation: Index-gebaseerde weersverzekeringen. W. Vroege, E. Wauters, R. Finger	25
Congreso de Economía Agraria. La sostenibilidad agroterritorial desde la Europa Atlántica	05/09/2019	Las estrategias de gestión de riesgos y la sostenibilidad de la ganadería extensiva en España by Bárbara Soriano	15



171th EAAE Seminar- Measuring and evaluating farm income and well-being of farm families in Europe. Towards a shared and broader approach for analysis and policy design, Tänikon, Switzerland	05/09/2019	Insuring crops from space - a soil moisture approach based on satellites. W. Vroege, J. Bucheli, T. Dalhaus, M. Hirschi, R. Finger	50
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Potential impacts and financial sustainability of the Income Stabilization Tool. An application to hazelnut production in Italy by Severini Simone; <a href="#">Cinzia Zinnanti</a> ; <a href="#">Emanuele Schimmenti</a>	18
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Exploring attributes of resilience: robustness, adaptability and transformation in European farmer narratives Nicholas-Davies P., Fowler S., Midmore P., Coopmans I., Draganova M., Petitt A. and Senni S.	18
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	The role of agricultural risk management in strengthening farming systems' resilience: results from a multi-scale co-creation approach by Bárbara Soriano	18
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	A dynamic perspective to farming system resilience and its trade-off by Hugo Herrera and Birgit Kopainsky	18
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Perceived resilience capacities across EU farmers by Alisa Spiegel	18
Conference EAAP 2019 - Ghent, Belgium	27/08/2019	Presentation: Assessing and comparing social and biophysical trade-offs in an extensive beef cattle system region. F. Accatino, D. Neumeister, M. Tichit. Session about livestock and social perceptions	50

173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	27/09/2019	Presentation: The adaptability of an extensive beef cattle system to contrasted social preferences - coupling multi-objective analysis and a participatory approach. F. Accatino, D. Neumeister, W. Paas, A. Tonda, P. Reidsma.	15
Ecosystem services partnership 2018 regional conference, San Sebastian, Spain	16/10/2019	Presentation: Multifunctionality of ecosystem services and resilience attributes in a gradient of agroecosystems across Europe. C Pinsard, F. Accatino, M. Tichit	40
Topsector meeting 'High Risk', World Horti Center, Naaldwijk, The Netherlands, Meuwissen.	07/11/2019	Resilience in 11 EU regions	40
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Spoken paper "How farmers' life stories can help to understand their management of critical decision point" (Nicholas, Midmore and Fowler) presented at the 173rd EAAE Seminar on Sustainable and resilient farming systems in the EU, Bucharest, 26-27 September 2019.	25
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Presentation: A participatory assessment of the sustainability and resilience of EU farming systems. W.H. Paas, Francesco Accatino, Franziska Appel, Isabel Barbaji, Isabeau Coopmans, Paul Courtney, Camelia Gavrilescu, Florian Heinrich, Vitaly Krupin, Gordana Manevska-Tasevska, Mariya Peneva, Jens Rommel, Simone Severini, Bárbara Soriano, Julie Urquhart, Erwin Wauters, Katarzyna Zawalińska, M.P.M. Meuwissen, P. Reidsma	25
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Presentation: Stakeholder assessment of the resilience of the Flemish dairy farming system - An application of the FoPIA-SureFarm method. Coopmans Isabeau, J. Bijttebier, Becking Jorrit, W.H. Paas, P. Reidsma, Erwin Wauters	25

173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	26/09/2019	Understanding European farm demographic change processes and influencing factors – qualitative findings from a multiple case study approach. Isabeau Coopmans, J. Dessein, J. Bijttebier, F. Accatino, F. Antonioli, C. Gavrilescu, P. Gradziuk, G. Manevska-Tasevska, M. Meuwissen, M. Peneva, A., B. Soriano, J. Urquhart, E. Wauters	
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union, Bucharest, Romania	27/09/2019	Insuring crops from space - a soil moisture approach based on satellites. W. Vroege, J. Bucheli, T. Dalhaus, M. Hirschi, R. Finger	25
Department of Land Economy, University of Cambridge	16/10/2019	"Exploring Attributes of Resilience: Robustness, Adaptability and Transformation in East Anglian Farmer Narratives" (Nicholas, Midmore and Fowler) to the Department of Land Economy, University of Cambridge, 16 October 2019	25
IV KNOWLEDGE AND INNOVATION FORUM (IV FORUM WIEDZY I INNOWACJI), Warsaw, Poland	13-14.11.2019	Presentation of the SURE-Farm poster by Katarzyna Bańkowska and Błażej Jendrzewski (IRWiR PAN)	200
CERS IE-HAS Conference "Transition in Agriculture – Agricultural Economics in Transition XVI", Budapest, Hungary	15/11/2019	Presentation "Resilience of horticulture farming in Poland: SURE-Farm H2020 approach and collected evidence" by Vitaliy Krupin (IRWiR PAN)	40
Stakeholder workshop in Puławy, Poland (FoPIA 2)	29/11/2019	Presentation of the SURE-Farm project to stakeholders	12
Meeting with insurers and researchers before the XII Convegno Nazionale su Gestione del rischio in agricoltura - Assisi (PG)	30/01/2020	Potential impacts and financial sustainability of the Income Stabilization Tool. An application to hazelnut production in Italy by Severini Simone; <a href="#">Cinzia Zinnanti</a> ; <a href="#">Emanuele Schimmenti</a>	40
Newbie H2020 event 'New entrants and their environments for dialogue'	04/02/2020	Presentation & group discussion: Factors that influence farm entry, exit, non-entry and non-exit decisions (Moderator: Isabeau Coopmans)	15
Meeting with stakeholders (for the French case study)	14/02/2019	Presentation of the SURE-Farm project to stakeholders before the French FoPIA-SURE-Farm workshop 1	30

ECPR General Conference 2019, Wroclaw, Poland	06/09/2019	Framework for Assessing Policy Influence on Resilience: A Case Study of the EU's Common Agricultural Policy in De Veenkoloniën, the Netherlands. Buitenhuis, Y., Candel, J. J. L., Termeer, C. J. A. M., & Feindt, P. H.	
173th EAAE Seminar- Sustainable and resilient farming systems in the European Union	26/09/2019	Framework for Assessing Policy Influence on Resilience: A Case Study of the EU's Common Agricultural Policy in De Veenkoloniën, the Netherlands. Buitenhuis, Y., Candel, J. J. L., Termeer, C. J. A. M., & Feindt, P. H.	
SURE-Farm dissemination event for Flemish dairy sector stakeholders: presentations and discussions based on WP 2, 3 and 4	16/12/2019	All sessions (event tied exclusively to SURE-Farm)	22
SURE-Farm policy workshop for Flemish stakeholders: presentation and discussion based on WP 4	17/09/2019	All sessions (event tied exclusively to SURE-Farm)	14
European research night	12/04/2019	Presentation of SURE-Farm goals, results and impacts and organized a participatory activity to co-create resilience enabling conditions for extensive sheep farming in Spain.Madrid. Daniele Bertolozzi and Bárbara Soriano	20
Science and innovation week	14/11/2019	Presentation of SURE-Farm goals, results and impacts and organized a participatory activity to co-create resilience enabling conditions for extensive sheep farming in Spain.Madrid. Bárbara Soriano and Daniele Bertolozzi	45
COP25	12/12/2019	Presentation of SURE-Farm (video, brochures, roll-up and infographics). Madrid. Bárbara Soriano and Daniele Bertolozzi	80
Francqui Chair, Université catholique de Louvain	10/03/2020	Metrics for sustainable food economies	100
Francqui Chair, Université catholique de Louvain,	27/04/2020	Policies for sustainable food economies	50
Francqui Chair, Université catholique de Louvain	04/05/2020	Transition towards sustainable and resilient food economies: how to intervene in complex systems, online	200

XVI European society for agronomy congress	9/1/2020	Sustainability and resilience of farming systems. Pytrik Reidsma (keynote speaker)	100
XVI European society for agronomy congress	9/1/2020	Participatory assessment of future sustainability and resilience of European farming systems - Wim Paas (Oral presentation)	25
Virtual meeting with operational groups for rural development	10/26/2020	SURE-Farm presentation	100
International seminar on resilience of European agricultural systems in time of COVID-19 (online. IRWIR-PAN). Miranada Mewissen, Bárbara Soriano, ,Franziska Appel, Gordana Manevska Tasevska, Camelia Gavrilescu and Kasia Aawalinska	12/7/2020	CS presentations on COVID-19 impact	52
Joint International Resilience Conference (online). Miranda Meuwissen, Peter Feindt, Alisa Spiegel, et al.	11/25/2020	Impact Of Covid19 on Farming Systems in Europe Through The Lens of Resilience Thinking.	20
Joint International Resilience Conference (online). Isabeau Coopmans and Erwin Wauters	11/25/2020	Impact of Covid19 on Belgian Dairy sector. Audience: 20p.	20
Seminar on Strengthening resilience in the food supply chain-DEFRA. Peter Feindt	12/7/2020	How can public policies enhance farming systems resilience	60
EAAP conference (on line), Francesco Accatino, Delphine Neumeister, Corentin Pinsard, Christèle Pineau	12/4/2020	Presentation: "Assessing sustainability and resilience of a French beef cattle system	60
Dissemination seminar organized by F. Accatino, D. Neumeister, C. Pineau	12/11/2020	Dissemination and restitution seminar: insights from the activities on the French case study + comparison with other case studies	12
CAP programming for Germany organized by the German Federal Ministry of Food and Agriculture	2/18/2021	Competitiveness	150
Dissemination Spanish CS resilience assessment. Alberto Garrido, Isabel Bardají, José María Sumpsi, Carolina San Martín, Daniele Bertolozzi-Caredio, Bárbara Soriano	2/26/2021	Reilience assessment of the extensive sheep farming	81

SWOT analysis-Value chain in the extensive sheep sector in Spain. Bárbara Soriano	3/10/2021	Policy recommendations to enhance resilience of the extensive sheep farming	92
EAAE webinar. Miranda Meuwissen, Bárbara Soriano, Alfons Balmann, Peter Feindt, Pytrik Reidsma, Tassos Haniotis, Marion Picot	3/17/2021	Policy recommendations to enhance resilience of farming systems in Europe	97
Final Scientific Seminar	5/18/2021	SURE-Farm project	94
Dissemination Polish CS resilience assessment.	5/10/2021	Zwiększenie odporności europejskich systemów rolniczych (na podstawie rezultatów projektu SURE-FARM H2020)	38



