EU-FarmBook

Deliverable 3.1

EU-FarmBook Ambassadors Toolkit

Report | Public

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History of Changes

Version 1	18/10/2023	Lisa van Dijk (HCC)	WP leader review of report content & quality
Version 2	25/10/2023	Maud Baron and Inge De Bo (UGENT)	General review of the report, toward readability and completeness

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List of Abbreviations

AKIS	Agricultural Knowledge and Innovation Systems
AMB	EU-FarmBook Ambassador
CAP	Common Agricultural Policy
CD	Communication & Dissemination
CRM	Customer relationship management system
EIP-AGRI	Agricultural European Innovation Partnerships for Agricultural Productivity and Sustainability
M	Month number starting from August 2022 (M1 = August 2022, M6 = January 2023, etc.)
OG	Operational Group
Q&A	Questions and answers
R&R	Reflection and Refinement
WP	Work Package

Executive Summary

This report presents the first deliverable, D3.1, of Work Package 3 in the EU-FarmBook project. WP3 aims to embed the EU-FarmBook into the contemporary policy context by effectively connecting the platform with relevant actors, policies, projects, and other instruments at Member State and EU levels.

The EU-FarmBook consortium includes 19 multi-actor partners nominated as EU-FarmBook Ambassadors (AMB) with geographical and/or sectoral responsibility. These partners cover all 27 Member States and work to set up and expand a network of institutional AKIS actors that effectively connects the EU-FarmBook with a) the Agricultural Knowledge and Innovation Systems (AKIS) of all individual Member State by their specific characteristics and dynamics, b) selected key 'sectors' of the CAP, including organic farming, forestry, young farmers and farm advisory services, and; c) the community of multi-actor projects funded by H2020, Cluster 6 of Horizon Europe and the CAP-funded EIP-AGRI OGs.

The EU FarmBook AMBs are actively supported to conduct their tasks and T3.2 provides further development of their skills and capacities to perform as a community of EU-FarmBook AMBs at national and EU sectoral level. The support provided by Task 3.2, amongst others, consists of an initial AMB training workshop, regular (yearly) face-to-face AMB Reflection and Refinement (R&R) workshops throughout the project period (M18-78) to collectively assess, reflect, adapt, and refine the planning of the AMB activities on Member State/sector level, regular online AMB meetings and an AMB toolkit.

This report provides insights into the AMB role and the initial AMB training provides and presents the development of the AMB toolkit. As the project progresses the content of the AMB toolkit will expand and evolve.

1. Introduction

WP3 performs an important role in the project as it forms the bridge between the building of the EU-FarmBook platform in WPs 1 & 2 and dissemination and exploitation in WPs 4 & 5. WP3 aims to embed the EU-FarmBook into the contemporary policy context by effectively connecting the platform with relevant actors, policies, projects, and other instruments by and response to the changing characteristics of the evolving post-2020 AKIS 'ecosystems' at EU and Member State level. The EU-FarmBook consortium includes 19 multi-actor partners nominated as **EU-FarmBook Ambassadors** (AMB) with geographical and/or sectoral responsibility. These partners cover all 27 Member States and work via the tasks in WP3 to set up and expand a network of institutional AKIS actors that effectively connects the EU-FarmBook with a) the Agricultural Knowledge and Innovation Systems (AKIS) of all individual Member State by their specific characteristics and dynamics, b) selected key 'sectors' of the CAP, including organic farming, forestry, young farmers and farm advisory services, and; c) the community of multi-actor projects funded by Horizon 2020, Cluster 6 of Horizon Europe and the CAP-funded EIP-AGRI OGs.
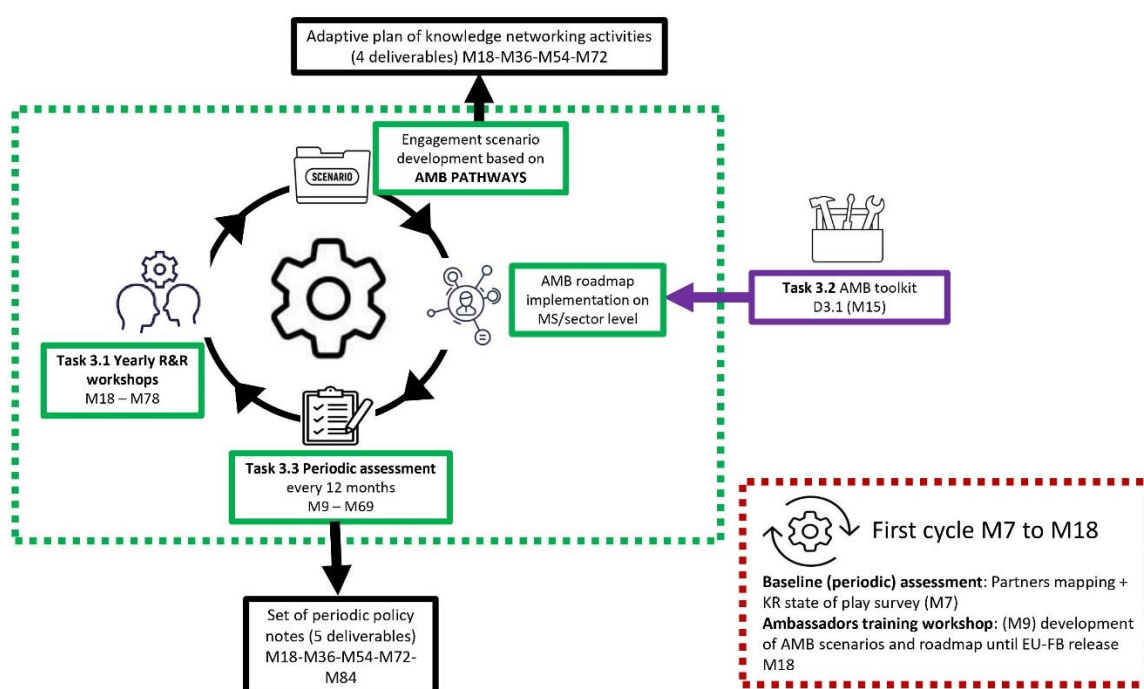
WP3 has adopted an agile approach to the planning and coordination of the AMB network activities in response to the 'evolving AKIS ecosystem' as the Member State progress with their implementation of the AKIS Strategic Approach of the CAP Strategic Plans and with the ongoing implementation of Cluster 6 of HEU. WP3 consist of five tasks:

- Task 3.1: Adaptative planning and coordination of knowledge networking activities.

- Task 3.2: Developing the skills and capacities of EU-FarmBook ambassadors.

- Task 3.3: Understanding and connecting with the evolving AKIS 'ecosystem' at national and EU level.

- Task 3.4: Promoting and facilitate the uploading of knowledge objects.

- Task 3.5: Feedback loops for evaluation and learning.

WP3 (Task 3.1) planning will remain flexible and adaptive throughout the project with an iterative approach applied to develop 'tailor-made' responses by the AMB for each Member State by the specific characteristics of their national AKIS and the progress made with their AKIS co-ordination bodies, the innovation strand of their CAP Networks and the rolling-out of EIP-AGRI interventions. The number of iterations of network activities will vary depending upon the Member State and will be based on a periodic assessment conducted by AMBs regularly (Task 3.3). An overview of the AMB adaptive planning process and the relationships with Task 3.1 and Task 3.2 is provided in Figure 1. Furthermore, the AMBs will provide an active role in promoting and supporting the uploading of knowledge objects from EU-funded projects at Member State and EU level (Task 3.4) and in providing feedback to improve the EU-FarmBook platform and ensure it meets the expectations/needs of users and other AKIS actors (Task 3.5).

The EU-FarmBook AMBs are actively supported to conduct these tasks in WP3 (as well as tasks in WP 4 and WP 5) through WP3 Task 3.1 and Task 3.2. WP3 Task 3.1 supports the AMBs to develop their tailor-made engagement/network strategies through facilitating an adaptive planning process and WP3 Task 3.2 provides the necessary development of their skills and capacities to perform as a community of EU-FarmBook AMBs at national and EU sectoral level. The support provided by Task 3.2, amongst others, consists of an initial AMB training workshop, regular (yearly) face-to-face AMB Reflection and Refinement (R&R) workshops throughout the project period (M18-78) to collectively assess, reflect, adapt, and refine the planning of the AMB activities on Member State/sector level, regular online AMB meetings and an AMB toolkit. This AMB toolkit provides a variety of tools for the AMBs to perform their role. More insight on the development of the AMBs tailor-made engagement/network strategies through an adaptive planning process can be found in D3.6 Adaptive plan of knowledge networking activities (1), with due date M18.

Figure 1: EU-FarmBook AMB adaptative planning process

This deliverable, D3.1, provides insights into the processes put in place by T3.2 to build the AMB community, including AMB training, to start equipping the ambassadors so that they can fully and successfully fulfil their role of embedding the EU-FarmBook in the national AKIS (chapter 2). Furthermore, this deliverable presents the AMB toolkit and how this toolkit was developed through a co-design process based on the AMB needs (chapter 3). As the content development of the AMB toolkit is an internal ongoing process following the project timeline, in section 4 the next steps for continuous development are presented.
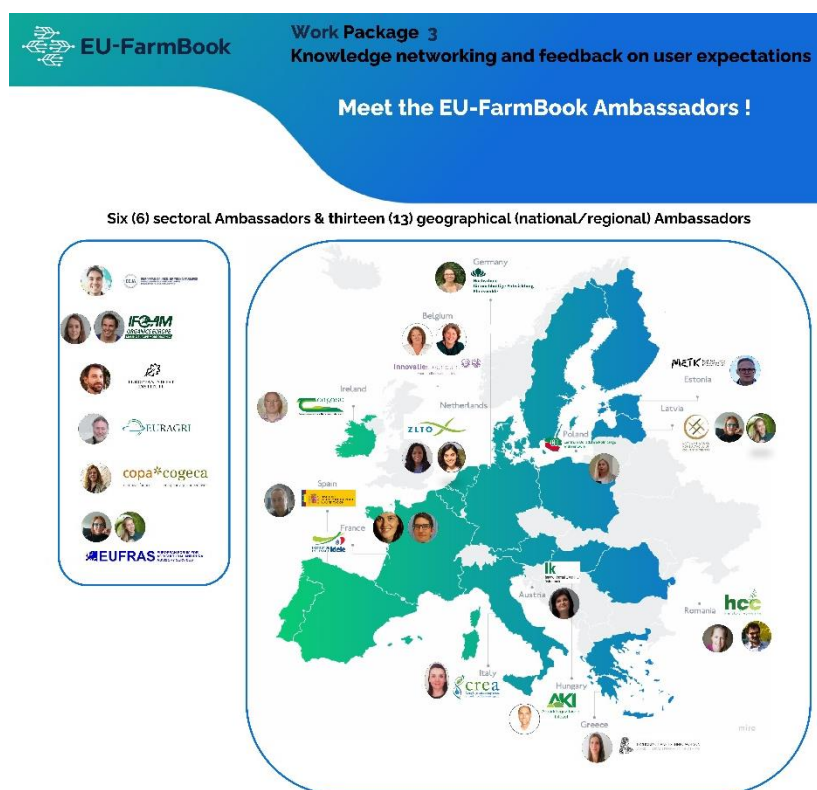
2. Building a EU-FarmBook AMB community

2.1. Who are the EU-FarmBook Ambassadors?

The EU-FarmBook consortium includes 19 multi-actor partners nominated as **EU-FarmBook Ambassadors** (AMB) with geographical and/or sectoral responsibility (as stated in the Description of Action). These partners cover all 27 Member States and work via the tasks in WP3 to set up and expand a network of institutional AKIS actors that effectively connects the EU-FarmBook, see Figure 2 and Annex 1.

EU-FarmBook AMBs form the first point of contact and perform a communication function rather than a technical support function/facility. Furthermore, being an EU-FarmBook AMB is an organisational function rather than the role of one individual within an organisation. How an organisation performs this function depends on their organisational structure and capacity, whether working towards sector or geographical coverage as well as the country's governance structure (e.g., level of decentralisation). This results in different 'models' of/for operationalisation of the Ambassador concept on the ground. Within one organisation different individuals can perform the ambassador tasks over the lifetime of the project and the AMB tasks change over time based on the project implementation stage (or cycle) from developing and testing to embedding the EU-FarmBook in the AKIS. Each organisation is required to develop their own 'roadmap' to engage with the relevant AKIS actors in their 'ecosystem'. The AMB 'ecosystem' consists of the classic AKIS, forestry sector and, multi-actor project community in the long run.

Figure 2: Meet the EU-FarmBook Ambassadors!

2.2. What do the EU-FarmBook Ambassadors do?

The EU-FarmBook Ambassadors play a central role in the implementation of the tasks in WP3 as well as support the implementation of tasks in WP 4 and 5. The specific tasks are listed below:

- General promotion of the EU-FarmBook through project dissemination, exploitation, and communication (DEC) activities (WP 5 Tasks 5.4 & 5.5)

- Serve as a first point of contact to the project team, including the IT team (WPs 1 & 2)

- Build a network of engaged actors forming the *EU-FarmBook Alliance* for the exchange of knowledge and innovations between the EU-FarmBook and key AKIS actors at the national and EU levels. (WP3 T3.3)

- Establish relationships on national and regional level with authorities (e.g., the national AKIS Coordination Body). (WP3 T3.3)

- Support the specific engagement of relevant actors (via targeted events) in the EIP-AGRI landscape, including the EU, national and regional project community (WP 5 Task 5.3)

- Engage with the project community to promote, support, and facilitate the uploading of knowledge objects (WP3 Task 3.4)

- Perform a regular periodic assessment (WP3 Task 3.3) of the 'state of play' with knowledge reservoirs in the evolving AKIS landscape of the EU-27 Member State (More information on this can be found in D3.15 Set of periodic assessment policy notes (1) with due date M18)

- Support dialogue with universities, schools, trainers and other relevant AKIS actors regarding the EU-FarmBook Education & Training tools (WP 4 Tasks 4.4 & 4.5)

- Collect feedback from a broad range of potential end-users/beneficiaries to improve the EU-FarmBook users experience (WP3 Task 3.5)

2.3. Training and capacity building of the EU-FarmBook Ambassadors.

The EU-FarmBook AMBs are actively supported to conduct the tasks listed above. The first Ambassador training Workshop was held in Paris from 8 to 10 March 2023. 27 persons were present during the 3-day workshop (see Figure 3 and see agenda in Annex 2). The objectives of this workshop were as follows:

- To get to know each other and build an AMB community,

- To discuss the pathways for embedding the EU FarmBook in the AKIS,

- To validate and further refine the EU-FarmBook/AMB engagement scenarios.

- To prioritise and contextualise engagement scenarios through the development of AMB engagement 'road map' for each Member State/sector,

- To identify the AMB support needs in terms of process and content including messaging and the AMB toolkit development.

Apart from team/ community building the other two key outputs of this training were the refinement of AMB stakeholder engagement pathways (Theoretical "pathways" in the project for "embedding" the use of the EU-FarmBook platform into the different AKIS), see Annex 3, and the development of by the AMB network strategies e.g. roadmaps for each Member State and sector. Further explanation on the AMB pathways and roadmaps can be found in Deliverable D3.6 Adaptive plan of knowledge networking activities (with due date M18).

This training was the first step as part of the capacity building process through a yearly R&R workshop as part of T3.1. Over the first year of the project a variety of capacity-building activities were conducted to prepare for the launch of the EU-FarmBook in year 2, see Annex 4 for an overview of these activities.

Figure 3: EU-FarmBook AMBs participating in the training in Paris in March 2023

3. EU-FarmBook Ambassadors Toolkit

3.1. Toolkit co-development process

One of the key AMB support mechanisms is the provision of an easily accessible AMB Toolkit with all materials (guidelines, forms, templates, communication materials and more) required by the AMBs to perform their tasks.

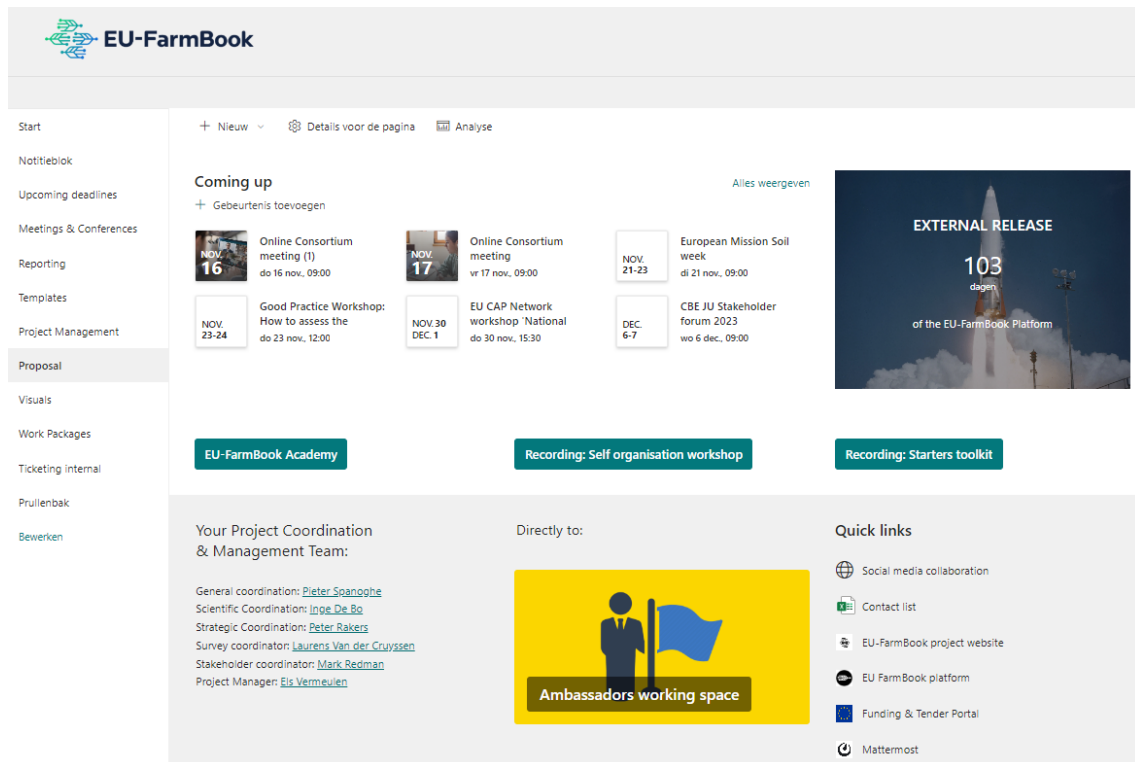The toolkit was developed through a four-step co-design process:

1. Identification of AMB needs in terms of design and content,
2. Development of toolkit architecture,
3. Initial harvesting of tools to populate the toolkit, and
4. Establishment of a process for ongoing content development.

During the AMB training (see section 2.3) a 90-minute session was conducted to identify the needs of the AMBs in terms of support tools based on their AMB roadmaps developed. Once the needs were identified an initial architecture was proposed. As the AMBs were using the engagement pathways (Annex 3) to guide their work, it was agreed to structure the toolkit along the same lines of the structure as the Pathways. Once the structure was in place, all WP leaders were contacted to provide materials relevant for the AMBs to populate the toolkit. As the project develops further tools will be collected and added to the toolkit. Throughout project implementation, the AMBs can request for certain tools to be added and during the yearly R&R workshops a more formal exercise will be conducted to ensure the toolkit meets the AMBs' needs.

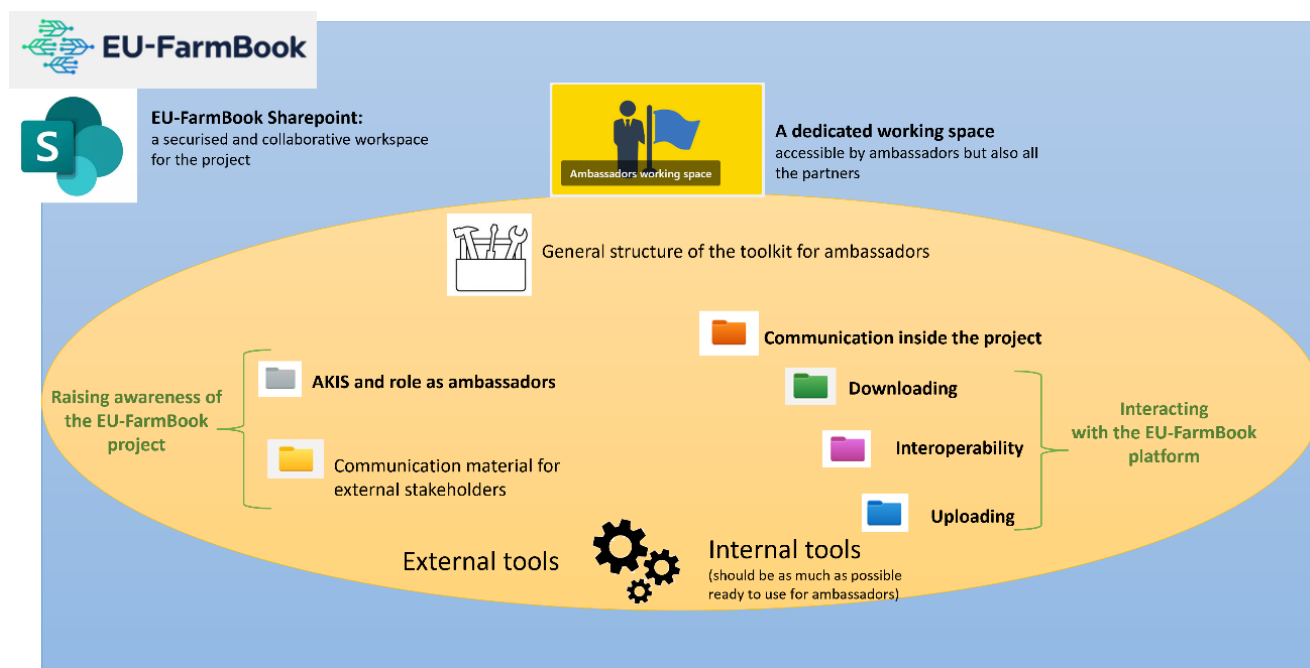## 3.2. AMB toolkit access and structure

The ambassador toolkit is available online on the collaborative working space of the EU-FarmBook on Microsoft SharePoint hosted by Ghent University. Access to this SharePoint is limited to project partners' personal login and password. The ambassador toolkit is hosted in a dedicated repository in the **WP3** Ambassadors working space. On the landing page of the SharePoint, there is a shortcut called "ambassadors working space" which has been created to provide easy accessibility for all the ambassadors, see Figure 4. This provides a direct link to access to the "ambassadors working space" including the AMB Toolkit.

Figure 4: Screenshot of EU-FarmBook SharePoint landing page with shortcut to the AMB Toolkit

As mentioned in the previous section, it was agreed to structure the AMB Toolkit along the same lines as the structure of the engagement pathways (see Annex 3) e.g., tools for UPLOADING, DOWNLOADING and INTER-OPERABILITY. Tools in these categories are mainly produced by technical work packages (WP 1 & 2) to support interaction with the EU-FarmBook platform. Furthermore, a category COMMUNICATION was added to support the promotion of the EU-FarmBook and engage with a wide variety of AKIS actors. The category AKIS and your ROLE as an AMBASSADOR was added to provide internal support documents related to the role of the AMBs for example the national CAP plans, roadmap templates, and the periodic assessment format. An overview of the structure is presented in Figure 5. One very practical feature of SharePoint is that you can just provide shortcuts to key documents in other folders, so you do not have to duplicate them, and you are assured you have the most recent version.

Figure 5: Overview of the general structure of the EU-FarmBook AMB toolkit

3.3. AMB toolkit content

The population of the toolkit is an ongoing process throughout the lifetime of the project based on AMB need. In the table below an overview of the current tools in the Toolkit is given. The Toolkit provides a wide variety of materials from uploading guidelines, contact forms, PowerPoint templates, communication materials, and more. For some categories, no tools are currently available as these will only be developed in a subsequent stage of project implementation.
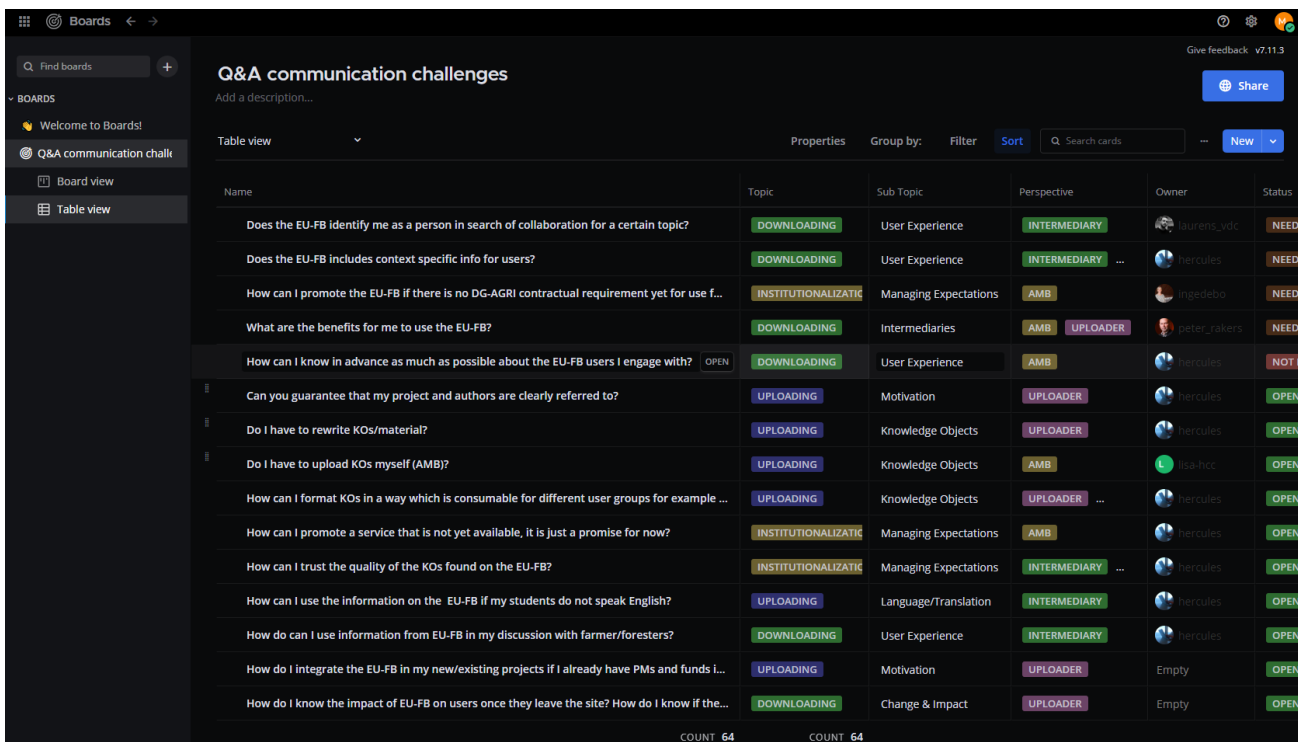
Table 1: Overview of the tools in the AMB Toolkit

Category	Name of Tool
AKIS and your ROLE as an AMBASSADOR	
	Theoretical pathways diagram
	Periodic Assessment form
	Ambassadors contact list
	Ambassadors' roadmap template
	PowerPoint presentation of AMB catch-up meetings
	Matter Most communicational channel and Q&A board
	CRM supplementary lists – project and Knowledge Reservoirs

Communication materials	
	Communication email templates to reach out to early contributors (project coordinators)
	Postal card for networking events
	EU-FarmBook Posters
	Personalized email signatures and instructions on how to use them
	Links to visual identity guidelines
	Generic PowerPoint Presentation about EU-FarmBook
	Communication messages for specific target groups (presentation)
	Value Proposition Communication messages (presentation)
	Social Media Templates
	Link to folder with communication materials adapted by AMBs in the specific Member State/sector context
Uploading	
	EU-FarmBook guide on Knowledge Object metadata
	Uploading manual
	AMB Guidelines for high-quality practice materials
	Simplified Contributor Agreement

An interesting tool developed by WP3 is a Q&A board on AMB communication challenges on a platform called MatterMost. This tool was developed to support the AMBs in communicating about the EU-FarmBook at the early stage of its development. MatterMost is an open-source platform used by developers for secure communications, collaboration, and workflow orchestration. This tool helps the AMBs to stay up to date and regularly interact with other partners from the EU-FarmBook project through messaging channels. One of the features of MatterMost is the development of 'boards'. Based on an interactive session with the AMBs during the Tallinn consortium meeting in June 2023 a MatterMost board was developed to provide answers to all communication challenges identified by them (see Figure 6). This board provides an opportunity for the AMBs to ask questions to the internal technical team in charge of developing the EU-FarmBook platform and to the coordination team in charge of managing the project. A tutorial video on MatterMost board features will be available in the coming weeks and will be shared with the ambassadors' community. More information on this tool can be found in Annex 5.

Figure 6: Screenshot of the MatterMost board "Q&A communication challenges

4. Next steps

4.1. Continuous development of the content of the AMB Toolkit

The population of the toolkit with relevant tools is an ongoing process throughout the lifetime of the project based on demand e.g., the AMBs need for certain tools and supply e.g., WP3 developing certain tools as part of their ongoing work. The AMBs operate in a dynamic environment with an AKIS ecosystem that will further evolve over the coming years, hence, we anticipate that also the structure of the toolkit will to a certain extent evolve over the duration of the project. Short feedback loops are created by using tools such as MatterMost and during regular AMB chat-up meetings to provide the AMBs the opportunity to provide regular feedback on the tools as well as highlight their needs. During the yearly R&R workshop a more formal exercise will be conducted to ensure the Toolkit meets the AMBs' needs.

Several of the tools in the toolkit will become available for the wider upload and user community of the EU-FarmBook after the launch of the platform such as the upload manual.

The foundations for the AMB toolkit are developed by the WP3 Task 3.2 team and they will be engaged in the continuous development of the Toolkit. However, once the AMBs are familiar with the use of the Toolkit and are using the tools in their network activities it is anticipated the AMBs will become the driving force behind the further development.

4.2. Upcoming training and capacity building

In the coming period till M18 WP3 Task 3.2 (and Task 3.1) will continue providing support and further develop the capacity of the AMBs to function. As the launch of the EU-FarmBook is approaching our support will intensify. The following activities are planned till M18:

- 3 October 2023, 14.00 to 16.00: EU-FarmBook AMB CD workshop series #1: EU-FarmBook launch communication campaign.

- 31 October 2023, 14.00 to 16.00: EU-FarmBook AMB CD workshop series #2: AMB toolkit, CRM system, and upload strategy

- 16 & 17 November 2023: EU-FarmBook Upload training during the online consortium meeting

- 12 December2023, 10.30 to 12.00: EU-FarmBook AMB CD workshop series #3: periodic   assessment & stakeholder engagement strategy

- 16 January 2024 14.00-15.30: EU-FarmBook AMB CD workshop series #4: feedback loops and tying the loose ends.

Furthermore, the first face-to-face EU-FarmBook AMB R&R workshop will take place toward the end of March 2024.

Annexes

Annex 1 - List of the Ambassadors per Member State/sector

Annex 2 - Agenda EU-FarmBook ambassadors' training

Annex 3 - Theoretical "pathways" in the project for "embedding" the use of the EU-FarmBook platform into the different AKIS

Annex 4 - List of AMB capacity development activities during the first year of the project

Annex 5 - Q&A on AMB communication challenges on MatterMost

Annex 1

List of the Ambassadors per Member State/sector

Member state	Name	Organisation
Austria	Elena-Teodora Miron	PRASIDENTENKONFERENZ DER LANDWIRTSCHAFTSKAMMERN OSTERREICHS (LKO)
Belgium	Anne-Marie Vangeenberghe &Noenja Joos	BOERENBOND /INNOVATIESTEUNPUNT VOOR LANDBOUW EN PLATTELAND (ISP)
Bulgaria	Mark Redman & Lisa van Dijk	HIGHCLERE CONSULTING SRL (HCC)
Croatia	Maria Valentina Lasorella	CONSIGLIO PER LA RICERCA IN AGRICOLTURA E L'ANALISI DELL'ECONOMIA AGRARIA (CREA)
Cyprus	Mark Redman & Lisa van Dijk	HIGHCLERE CONSULTING SRL (HCC)
Czech Republic	Anett GUNDEL-FEKETE	AKI AGRARKOZGAZDASAGI INTEZET NONPROFIT KFT (AKI NKFT),
Denmark	Susanne von Münchhausen	HOCHSCHULE FUR NACHHALTIGE ENTWICKLUNG EBERSWALDE (HNEE)
Estonia	Konstantin Mihhejev	CENTRE OF ESTONIAN RURAL RESEARCH AND KNOWLEDGE (METK)
Finland	Konstantin Mihhejev	CENTRE OF ESTONIAN RURAL RESEARCH AND KNOWLEDGE (METK)
France	Marois Maxime	INSTITUT DE L'ELEVAGE (IDELE)
Germany	Susanne von Münchhausen	HOCHSCHULE FUR NACHHALTIGE ENTWICKLUNG EBERSWALDE (HNEE)
Greece	Penny Zafiraki	GEOPONIKO PANEPISTIMION ATHINON (AUA)
Hungary	Anett GUNDEL-FEKETE	AKI AGRARKOZGAZDASAGI INTEZET NONPROFIT KFT (AKI NKFT)
Ireland	Mark Gibson & Mark Moore	TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY
Italy	Maria Valentina Lasorella	CONSIGLIO PER LA RICERCA IN AGRICOLTURA E L'ANALISI DELL'ECONOMIA AGRARIA (CREA)
Latvia	Anita Dzelme & Līga Cimermane	EIROPAS LAUKSAIMNIECIBAS UN LAUKU KONSULTANTU ASOCIACIJA
Lithuania	Konstantin Mihhejev	CENTRE OF ESTONIAN RURAL RESEARCH AND KNOWLEDGE (METK)

Luxembourg	Yaite Cuesta Arenas &Carolina Gattorno	ZUIDELIJKE LAND- EN TUINBOUWORGANISATIE VERENIGING (ZLTO)
Malta	Mark Redman & Lisa van Dijk	HIGHCLERE CONSULTING SRL (HCC)
Netherlands	Yaite Cuesta Arenas & Carolina Gattorno	ZUIDELIJKE LAND- EN TUINBOUWORGANISATIE VERENIGING (ZLTO)
Poland	Anna Pietruczuk & Leszek Zukowski	CENTRUM DORADZTWA ROLNICZEGO W BRWINOWIE (CDR BRWINOW)
Portugal	Juan Pedro Romero Trueba	MINISTERIO DE AGRICULTURA, PESCA Y ALIMENTACION (MAPA)
Romania	Mark Redman	HIGHCLERE CONSULTING SRL (HCC)
Slovakia	Anett GUNDEL-FEKETE	AKI AGRARKOZGAZDASAGI INTEZET NONPROFIT KFT (AKI NKFT)
Slovenia	Anett GUNDEL-FEKETE	AKI AGRARKOZGAZDASAGI INTEZET NONPROFIT KFT (AKI NKFT)
Spain	Juan Pedro Romero Trueba	MINISTERIO DE AGRICULTURA, PESCA Y ALIMENTACION (MAPA)
	Marta Conde Vidal	CDTI/MAPA
Sweden	Konstantin Mihhejev	CENTRE OF ESTONIAN RURAL RESEARCH AND KNOWLEDGE (METK)

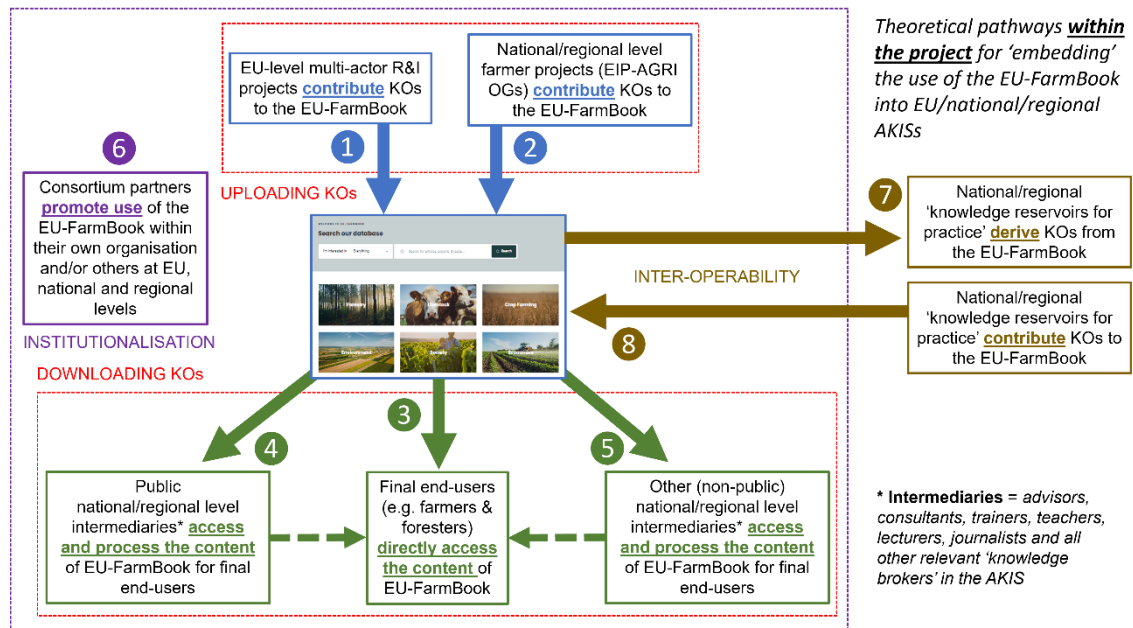| Sector & user representation	Name	Organisation
Forestry sector	Eduard Mauri	EUROPEAN FOREST INSTITUTE (EFI)
Organic Sector	Ilsa Phillips & Claire Morelle	IFOAM EU GROUP
Farmers	Branwen Miles & Thomas Sanches	COPA COGECA
Advisors	Anita Dzelme & Līga Cimermane	EUFRAS
Young farmers	Mario Béjar Fuentes	CONSEIL EUROPEEN DES JEUNES AGRICULTEURS AISBL (CEJA)
Research institutions/universities	Owen Carton	EURAGRI

Annex 2

Agenda EU-FarmBook ambassadors' training

Paris, Wednesday 8 March 2023, 14.00 to Friday 10 March 2023,12.15

Day 1: Wednesday 8th March - 14.00 to 17.00	
14.00-14.30	Introduction and welcoming
14.30-15.15	Getting to know each other
15.15-16.00	Embedding the EU-Farm-book in the AKIS
16.00-16.15	*Coffee break*
16.15-17.00	EU-FarmBook -AMB engagement scenarios development
Day 2: Thursday 9th March - 8.30 to 17.00	
8.30-9.00	Welcome back and wake up
9.00-10.30	EU-FarmBook: all an AMB needs to know now
10.30-10.45	*Coffee break*
10.45-12.00	EU-FarmBook/AMB engagement scenarios development
12.00-12.30	AMB engagement 'road map'
12.30-14.00	*Lunch*
14.00-15.00	AMB engagement 'road map'
15.00-16.00	AMB toolkit development
16.00-16.15	*Coffee break*
16.15-17.00	AMB toolkit development
17.15-21.30	Sightseeing and joint dinner (dinner at own expense)
Day 3: Friday 10th March - 8.30 to 12.15	
8.30-9.00	Welcome back and reflection day 2
9.00-10.30	EU-FarmBook communication workshop
10.30-10.45	*Coffee break*
10.45-11.45	AMB community building and support
11.45-12.15	Closure and workshop evaluation

Annex 3

Theoretical "pathways" in the project for "embedding" the use of the EU-FarmBook platform into the different AKIS

Annex 4

List of AMB capacity development activities during the first year of the project

Date	Event	Purpose
November 16 2022	WP3 team meeting	First meeting with AMBs to discuss the role of EU-FarmBook Ambassadors including workload and geographical/sectoral coverage
January 11th 2023	SharePoint training	For all project partners including AMBs
January 26th, 2023,	National/regional knowledge reservoirs for practice as part of the AKIS Strategic Approach in CAP plans	Create an understanding of the state-of-play of the national level Knowledge Reservoirs in each Member State - starting point for the discussion on inter-operability with the FB.
March 8th – 10th 2023	EU-FarmBook Ambassadors Workshop in Paris	Getting to know each other and building up an AMB community, Further discussion on the role as ambassadors, Developing a roadmap for the promotion of EU-FB in Member State/Sector, and Identification of AMB support needs
May 17th 2023	AMB catch-up meeting (these are regular bi-monthly meetings)	Catch-up and sharing of experiences of promoting the EU-FarmBook, Discussion on CAP plans in Member State, the future of the EU-FarmBook and role as AMB Development of AMB communication messages specifically focussing on our needs as AMBs (e.g., related to the AMB pathways).
June 7th 2023	Pre-consortium meeting in Tallinn for AMBs	Further development of the AMB-specific communication messages Discussion of AMBs involvement in the WP 4 support group, and Progress update on Periodic Assessment and AMB Toolkit.
June 7th to 9th 2023	Consortium meeting in Tallinn	Introduction to the front-end of the platform,

		Persona exercise to get further insight into the end-users,
		WP updates related to the work of the AMBs, and
		Working on the identification of quality criteria for knowledge objects for education and training
July 11th 2023	AMB catch-up before the summer break	Tallinn consortium meeting reflection,
		Presentation of the timeline first release
		Follow up Tallinn AMB workshop – communication challenges on MatterMost
		EU-FarmBook AMB relationship with local press, and
		Discuss the way forward after the summer break
September 21st 2023	EU FarmBook AMB catch-up: 20 weeks before the EU-FB external launch!	Presentation of the updated Timeline FB release and discussion of AMB meetings, training and support,
		MatterMost 'training' - FAQ and internal communication tool
		Follow up on Value adding statements, and
		Discussion of AMB resources and next steps.

Annex 5

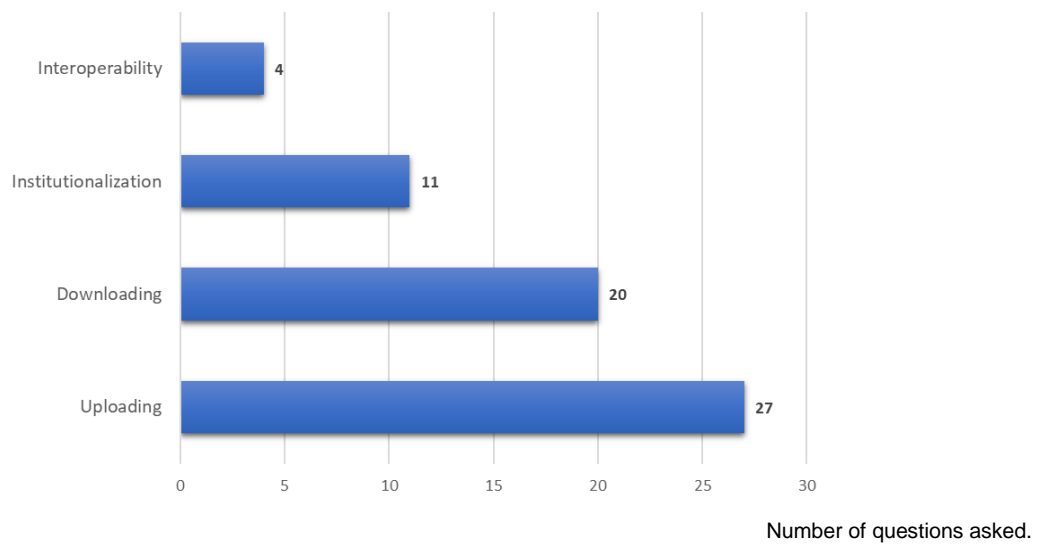# Q&A on AMB communication challenges on MatterMost

MatterMost is an open-source platform used by developers for secure communications, collaboration, and workflow orchestration. The project adopted this platform to support and improve communication between consortium partners. In MatterMost you will find two tools designed to support you in your role as an EU-FarmBook AMB, a dedicated AMB communication **channel** as well as a Q&A communication challenges **board.** The MatterMost channel will help you to stay up to date and regularly interact with other partners from the EU-FarmBook project. The Q&A board is based on all your challenges identified during the AMB communication workshop in Tallinn (7 June 2023) and allows you to continue to ask questions, especially to the technical teams in charge of developing the EU-FarmBook platform and to the coordination team in charge of managing the project.

How is the board structured?

The questions are roughly categorised according to the AMB Pathways diagram with its 4 categories:

- **uploading:** questions related to contributing to the platform through uploading knowledge objects,

- **downloading:** questions related to EU-FarmBook users, searching for information,

- **institutionalization**: questions related to the embedding of the platform in the AKIS, stakeholder engagement, and

- **interoperability**: questions related to linking the EU-FarmBook to national and sector-level Knowledge Reservoirs for practice.
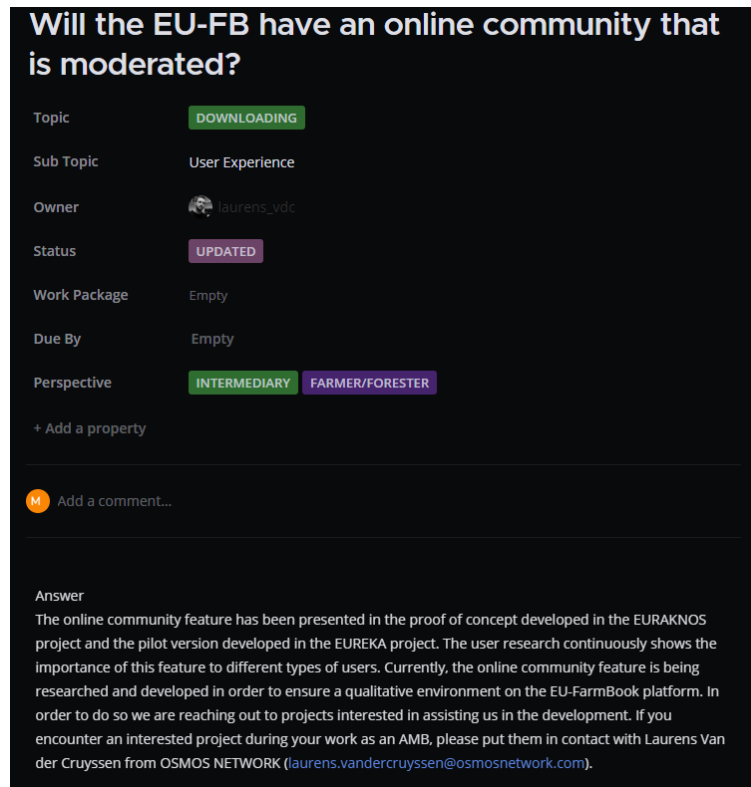
Among the 62 actual questions asked during the Tallinn communication workshop, the topic distribution is as follows:

Number of questions asked.

These four core categories are further organised in subtopics such as experience (guarantee to find practical information for farmers and foresters), knowledge objects (some clarifications to better understand what a knowledge objects is, type, size, accessibility) and managing expectations (features given by the platform and added value for users). Apart from the categorisation according to the topics you can also categorise according to (user) perspective e.g., who is asking the questions. The user included are farmer/forester, an intermediary, an uploader, or other knowledge reservoir. Some questions are also specifically asked from an AMB perspective.

Where do I find an answer to the question?

When you click on a question the following screen will pop up with an answer to the question. You can provide a comment if it is not clear or would like further information. The owner of the question in this case is the one who provided the answer. This person will respond to the comments and can also attach information if required.

Screenshot of MatterMost answer screen.

How to add questions to this board?

You can also ask new questions on the board by creating a card. A new card can be created by clicking the tab 'new' on the top right of the board (under the blue share tab) and filling in the fields requested. You create an empty card and provide your question in the 'untitled' section. The question should be as clear as possible to be understandable by the partner who will provide respond to the question. When the question is considered, an owner is assigned to the card and a status is mentioned (updated, needs further information, not relevant, open, new feature, in scope).