EU-FarmBook

Deliverable 5.9

Overview of CD&E workshops and produced materials (1)

Demonstrator, pilot, prototype | Public

**Funded by
the European Union**

Summary

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Lead Beneficiary	CONSULAI
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Version	Version 1

History of Changes

Version 0.1	30/11/2023	Inês Assunção (CONSULAI); Joaquim Cabral (CONSULAI)	Original draft version
Version 0.2	01/12/2023	Peter Rakers (ESSET)	Internal review
Version 0.3	05/12/2023	Claire Morelle (IFOAM)	Internal review
Version 0.4	20/12/2023	Lisa van Dijk (HCC) Mark Redman (HCC)	Internal review for stakeholder engagement strategy
Version 1.0	04/01/2024	Inês Assunção (CONSULAI); Joaquim Cabral (CONSULAI)	Final version

Abbreviations

AKIS	Agricultural Knowledge and Innovation Systems
CAP	Common Agricultural Policy
C, D & E	Communication, Dissemination and Exploitation
CG	Collaborative Group
CoP	Community of Practice
CRM	Customer Relation Management
EIP-AGRI	Agricultural European Innovation Partnership (EU CAP Network)
EoI	Expression of Interest
E&T	Education & Training
H2020	Horizon 2020
HEU	Horizon Europe
M (1-18)	Month (1 = August 2022; 18 = January 2024)

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Executive Summary

Deliverable 5.9, "Overview of CD&E Workshops and Produced Materials (1)", was developed within the scope of the Horizon Europe project EU-FarmBook as part of Work Package 5 - Tasks 5.1 (CONSULAI-ESSET) and 5.4 (CEJA-CONSULAI). The primary objective of the Horizon Europe project EU-FarmBook is to create an online platform that aggregates a set of practice-oriented materials derived from research and innovation projects and Operational Groups funded by the European Commission in the fields of agriculture and forestry.

The project has outlined a set of outcomes and impacts that determine the success of EU-FarmBook. To achieve the expected outcomes and impacts, EU-FarmBook has designed a series of activities. This document aims to address two of planned activities: workshops and communication tools.

Deliverable 5.9 will describe the envisioned workshops to be conducted during the project and will showcase the communication tools produced in its initial months (M1-M16). This document does not currently present evidence or applied methodologies from workshops, as none have occurred yet. It focuses solely on outlining the developed strategy to ensure these will take place effectively. Subsequent documents, specifically Deliverables 5.10, 5.11, and 5.12, will feature the evidence and methodologies from conducted workshops.

1. Introduction

The Horizon Europe project EU-FarmBook aims to develop an online platform that aggregates a set of practice-oriented materials derived from research and innovation projects funded by the EU, in the fields of agriculture and forestry, capitalizing on the work conducted by two predecessor projects, EUREKA and EURAKNOS.

The EU-FarmBook aims to achieve a set of mid-term effects, or outcomes, which involve developing an open-access and user-friendly online platform based on technological standards common to other similar platforms developed within the Agricultural Knowledge and Innovation Systems (AKIS) framework. In addition, it also seeks to increase information sharing among stakeholders, enhancing the use of knowledge derived from research and development projects by practitioners, intermediates, and other stakeholders, as well as fostering innovation and digitalization.

In the long term, the EU-FarmBook aims to generate the following effects, or impacts: improving knowledge flow within AKIS, promoting agile co-creation of innovative

solutions, strengthening collaboration among Member States, supporting European strategic objectives, and driving agricultural and forestry modernization through the effective adoption of knowledge and innovations.

To achieve the expected outcomes and impacts, the EU-FarmBook has planned, and is developing, and implementing a set of activities.

This Deliverable 5.9, written within Tasks 5.1 (CONSULAI-ESSET) and 5.4 (CEJA-CONSULAI) of Work Package 5 "EU-FarmBook Measures to Maximize Impact: Communication, Dissemination & Exploitation," details conducted and to be achieved activities. Activities are addressed at two levels:

- **Workshops:** Activities conducted by Work Packages 3, 4, 5, and 6, involving interaction with stakeholders external to the project in online or in-person sessions aimed at exchanging knowledge either unilaterally or bilaterally.

- **Communication tools:** Materials developed by the EU-FarmBook to (1) promote awareness about the project or (2) support the conducted activities, such as events.

This document is organized into two parts. The first part maps out the workshops to be held throughout the project, describing those within Work Package 5 (Task 5.4) – activities yet to be conducted. As mentioned above, workshops involve interaction with external stakeholders. In D5.1 and D3.2 the project engagement pathways were outlined, see Figure 1 below. These theoretical pathways outline who EU-FarmBook engages with and for which specific purpose with an overall aim to embed the use of the EU-FarmBook into the EU/national/regional AKIS. In this deliverable we take this a step further and also define how we engage with these stakeholders through a "Stakeholders Engagement Strategy". The "Stakeholders Engagement Strategy" provides guideline common to all tasks conducting these activities, ensuring the right level of external stakeholder involvement for the different initiatives.

The second part demonstrates all communication tools produced in the initial months of the project, both aiming at promotion and supporting activities.

This document also describes the approach for the workshops that will be conducted during the project, and the communication tools built in its first months.

This document will be updated through Deliverables 5.10, 5.11 and 5.12. In this document, no evidence or applied methodology of any workshop has been shown, only the strategy of how to attract stakeholders - given the fact that none has yet taken place. In subsequent deliverables, however, evidence and methodologies of workshops held will be demonstrated.

Figure 1: Project engagement pathways
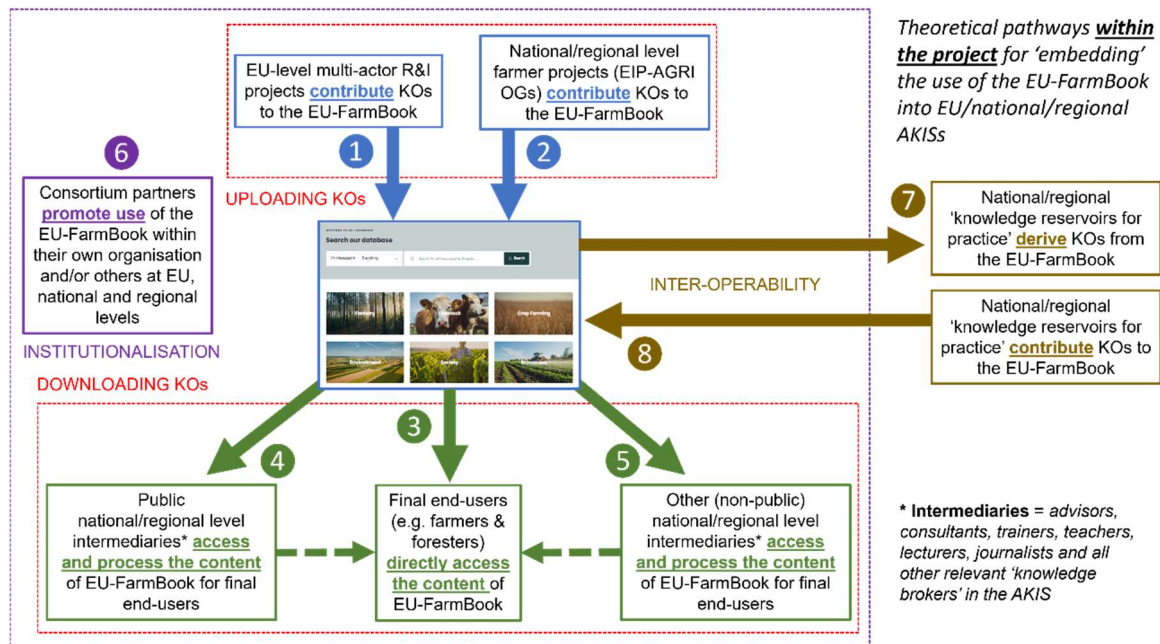
2. Workshops

Over the course of the seven-year project, several workshops are planned, as described in the table provided below:

Table 1: Mapping of workshops with stakeholders

Task involving workshops with external stakeholders	Description of task (Grant Agreement (GA))	Related tasks
Task 3.5 - Feedback loops for evaluation and learning [Lead: METK, Other partners: HCC, TEAGASC, HNEE, AUA, Osmos, EFI, CEJA, COPA-COGECA, IFOAM EU, EUFRAS, EURAGRI, ZLTO, ISP, CREA, IDELE, CDR, AKI (M1 to M84)]	Design and development of the EU-FarmBook platform will continue to be refined in accordance with the expectations and needs of users and AKIS actors at regional, national and EU level during **reflection and refinement workshops**. This task links to T5.4 and it requires the construction of feedback loops with relevant users that feed back into T1.1 and T2.1 for continuous improvement of the platform. Different methods of capturing user feedback will be used, including both qualitative (e.g. user interviews, focus groups, usability testing) and quantitative (e.g. surveys, analytics) approaches. Eight Focus groups animated by the EU-FarmBook ambassadors will be set up to collect feedback from farmers, foresters, advisors and educators at 8 months intervals.	T5.4; T1.1; T2.1
Task 4.2: User needs assessment for E&T [Lead: Osmos, Other partners: EFI, METK, CREA, HNEE, UGent, AKI, IFOAM EU, CDR, MAPA (M6-M75)]	T4.2 will carry out a systematic and iterative needs assessment of E&T providers and final recipients to understand their needs in terms of new educational/training materials (contents and types of materials) and of effective use of EU-FarmBook. Needs assessment will take place as a persona exercise, interviewing Collaborative Group (CG) members (40), and based on surveys disseminated via the WP3 network and WP5 channels. **One validation workshop is foreseen**. The task will provide valuable feedback for the user interface (T2.6) and the subsequent WP4 tasks (T4.3-T4.6). T4.2 will also contribute to identifying content and approaches that will enable the EU-FarmBook to foster lifelong learning pathways.	T2.6; T4.3; T4.4; T4.5; T4.6

Task 4.5: Dialogue paths between AKIS actors [Lead: ISP, Other partners: HCC, CONSULAI, METK, MAPA, CREA, IDELE, EFI, ISP, UGent, IFOAM EU, AKI, CDR, LKO (M12-M84)]	T4.5 will provide training materials on current policy issues (such as those linked to Cluster 6, the European Green Deal, the Farm to Fork Strategy, the CAP, the Forest Strategy, and the Biodiversity Strategy) addressed to a wide range of AKIS actors, including the AKIS network of GOV 01-25 and the network of innovation support services GOV 01-26. Training contents and methods will be chosen according to the needs assessed by T4.2 in synergy with MS institutions (WP3), GOV-01-25 and GOV-01-26 networks. At least 2 annual webinar cycles (5 in total) and **1 workshop will be organised** (Phase 2 of the project) with the aim of triggering public awareness on policy objectives and increasing capacity in creating an enabling environment for interactive innovation. Complementing the activities of the EU-FarmBook Alliance (WP3), each Member State will be invited to a **national workshop** in Phase 3 of the project aimed to better link AKIS actors to available knowledge and support them in pursuing innovative ideas.	T4.2
Task 4.6: Effective activities to introduce EU-FarmBook as an E&T tool in everyday life [Lead: CREA, Other partners: CONSULAI, DACC, CEJA, ISP, UGent, IFOAM EU, CDR (M12-M84)]	T4.6 will use the collected material to develop impactful activities during Phase 2 & 3 of the project to introduce EU-FarmBook as E&T tool for practitioners and civil society. These will be performed at national level (national languages) as a part of the EU-FarmBook Alliance, in cooperation with EU/national projects (WP3). Content and delivery methods will be mainly identified in T4.2 and T4.4 and will include: 1) The "FarmBook Happy Hour" every 6 months (M27 – 84, 10 in total), consisting of short online afternoon meetings (peer-to-peer and experts) to discuss the most important challenges facing farmers and rural actors and present already existing practices to solve them; 2) Demonstration days (M33-84, 5 x 4 in total): annual events organised in synergy with the Farm Demo network, where the knowledge collected in EU-FarmBook will be demonstrated in practice through a peer-to-peer approach and interaction with a pool of experts (N, S, E, W-Europe); 3) **Yearly (total 5 x 4) online thematic workshops for cross-border knowledge exchange** and presentation of already existing solutions for sustainable agriculture, in connection with call launches for the setting up of EIP-AGRI operational groups (N, S, E, W-Europe); 4) Master classes for farmer-to-farmer E&T.	T4.2; T4.4
Task 5.2 – Communication Content Management [Lead: BRSU – CONSULAI, Other partners: MU, UGent, HCC, EFI, CEJA, AUA, EUFRAS, ZLTO, IFOAM EU, ISP, CREA, METK (M1-M84)]	T5.2 aims to communicate professionally and regularly to stakeholders and with journalists who cover agriculture/ forestry research and innovation topics. Additionally, communication materials will be co-created with and included in T5.1, 5.3 and 5.4. The most important media channels and journalists for the dissemination of research and innovation news to farmers will be identified. A Plan of Action will be developed with a 'who/what/how/when' approach, setting up an editorial plan that identifies the responsible partner and spells out the target messages, channel and tools, and best publishing time in accordance with partners. These contents will be co-created with all WP5 contributors, allowing the production of different materials (flyers, factsheets, news, social media posts, articles, newsletters, scripts for webcasts and videos). News will be written according to the editorial calendar defined, originating articles in the main MS languages (published in agricultural and general media (e.g., Horizon Magazine) as well as via the platforms of different EU and national entities). BRSU will provide training material for partners to deliver news and to spot selected media. **BRSU will cooperate with ENAJ to organise 5 yearly PR workshops for journalists** and will report about ENAJ activities to connect ag journalists with the EU-FarmBook and AKIS actors (Phases 2 & 3 of the project).	T5.1; T5.3; T5.4
Task 5.4 – Dissemination of Knowledge [Lead: CEJA – CONSULAI, Other partners: All partners (M12-M84)]	T5.4 aims to disseminate widely, in Phase 2 & 3 of the project, the EU-FarmBook at regional, national, and European level, building on existing dissemination channels for awareness raising from the partners countries. A group of stakeholders (from T3.5 with inputs from T5.4 as main contributors) will be identified to organise **targeted hybrid workshops (14 online and 14 physical)** to discuss best practices and knowledge sharing. As a multi-actor project, task 5.4 will produce 56 practice-oriented abstracts. In addition, different types of short videos will be published on the EU-FarmBook site, including monthly 'One-Minute News Flashes' (60 in total) to promote breaking	T3.5

	news on regional, national, European, and international projects and 'Storytelling' videos to yearly (6 in total) disseminate success stories from different sectors, with contents from projects in the EU-FarmBook. All partners will have the responsibility of enhancing the dissemination in their own networks, delivering a monthly template to CONSULAI listing dissemination activities and outcomes.	
Task 6.7. Social design of the EU-FarmBook project [Lead: Osmos; Other partners: all (M1-M84)]	The Farmbook is a multidisciplinary project based on community and a learning model of change, which can benefit from short but intense physical interactions. This task aims to develop socially innovative solutions for end users involving the EU-FarmBook. The task builds on the first four years of the project, taking into account recommendations and findings coming from the Horizon 2020 (H2020) EURAKNOS and EUREKA projects (D2.1 and T4.5), user research conducted in the current project (T2.1, T3.2, T3.5, T4.2, T4.6 & WP5) as well as strategy decisions (T6.4 & T6.5). In year 4, a program structure proposal will be developed for the summer schools and **workshops**, describing the specific themes and outputs. The summer school brings together specific end users concerned with the EU-FarmBook (f.i. female farmers or new entrants). Over the course of several days, we'll organize discussions, problem exploring and ideation exercises. Results will include practice abstracts, podcasts and videos (e.g. a summary or tutorial) of the summer school. **The workshops will be oriented towards bringing experts and end users together in order to address a specific issue in a short timeframe** (1-2 days), depending on the information needed from the workshop it can be more oriented towards discovering more about the issue through explorative or ideation exercises to come up with potential solutions involving the EU-FarmBook.	T4.5; T2.1; T3.2; T3.5, T4.2; T4.6 & WP5
Task 6.8. Impact assessment of EU-FarmBook project [Lead: HSRW; Other partners: all (M1-M84)]	T6.8 will perform a participative impact assessment of the EU-FarmBook project at two levels: 1) planned project impact assessment with consortium partners and 2) impact co-creation assessment with Community of Practice (CoP) members. The activities will include **4 impact workshops** during selected online and physical meetings of CoP and GA consortium meetings. Through the workshops, the consortium will be supported in the process of developing a shared set of indicators in terms of impact and co-creating the desired impact with EU-FarmBook. The process of receiving input from the CoP will be facilitated through workshops focused on the CoP's vision on the EU-FarmBook and gathering the CoP's feedback on impact indicators as well as monitoring and evaluation of the co-creation process in the project.	

2.1. Workshops T5.4

As mentioned in the table 1, Task 5.4 aims to widely disseminate the EU-FarmBook at a regional, national, and European level. This task will imply the organization of 28 hybrid workshops (14 online and 14 in-person), generating 56 practice-oriented abstracts, and creating diverse short videos for the EU-FarmBook website and social media channels.

A group of stakeholders (mainly from T3.5 – "Feedback loops for evaluation and learning") will be identified to organise targeted hybrid workshops to discuss best practices and knowledge sharing.

To effectively coordinate not only the workshops mentioned in T5.4, but also all the workshops and activities outlined in Table 1, it's crucial to establish the foundation for engaging relevant stakeholders. This groundwork is encapsulated in the "Stakeholder Engagement Strategy", which is elaborated upon in this deliverable, serving as a fundamental starting point for these initiatives.

The "Stakeholder Engagement Strategy" was developed by Work Package 3 and Work Package 5 and validated by Work Package 4 and Work Package 6 – ensuring that all the project partners whose role is to organize workshops, were involved.

2.2. Stakeholder engagement strategy

Once the various workshops and activities scheduled throughout the project were identified for the specific tasks, the development of a "Stakeholder Engagement Strategy" became imperative. This strategy aims to enhance our understanding of how the stakeholders would like to be involved in the project.

Understanding "stakeholders" and "engagement" concepts is fundamental. Stakeholders refer to parties who have an interest or are impacted by a particular project or initiative. Engagement entails the involvement or interaction of individuals or groups for various purposes or objectives, for example, fostering communication, seeking input, building relationships, or achieving specific goals.

The EU-FarmBook stakeholder engagement strategy seeks to:

- Consolidate the diverse requirements of different tasks for engaging with stakeholders.

- Mitigate potential chaos and exhaustion associated with stakeholder engagement.

- Establish a cohesive approach for engaging with various stakeholders, fostering a unified understanding across the project.

The figure below provides an overview of all tasks within each Work Package that involve activities or interactions with stakeholders, along with their respective relations:

Figure 2: Key tasks related to stakeholder engagement
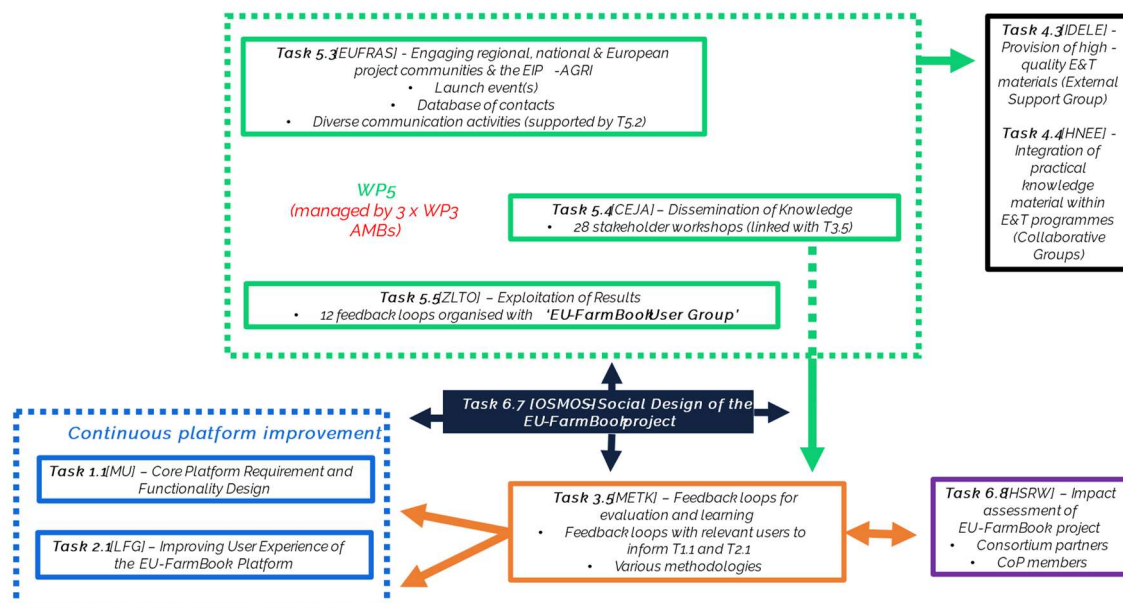
A dedicated and motivated group of external stakeholders is gathered through an Expression of Interest (EoI) form available on the EU-FarmBook project's website. This form allows users to express their interest in participating in the project, subsequently enabling the project to identify the most suitable stakeholders for each activity.

Figure 3: Intensity of engagement EoI (Expression of Interest)

Intensity of engagement defined in EoI

1. **I wish to ONLY receive the newsletter and emails related to the EU-FarmBook project and/or platform**: By selecting this option, you consent to receive newsletters and emails that provide information about the EU-FarmBook project, plus updates about the platform and related content.

2. **I wish to OCCASIONALLY PARTICIPATE in project activities**: By selecting this option, you give us permission to invite you to participate in project activities such as workshops, webinars, field trips, and other events.

3. **I wish to CONTRIBUTE MORE ACTIVELY in project activities**: By selecting this option, you express your interest in actively contributing to the project by participating in online or face-to-face feedback and focus groups. These groups may require your participation on a regular basis but not more than once or twice a year.

4. **I consent to ALL OF THE ABOVE**: By selecting this option, you consent to all of the statements above, allowing us to send you our newsletters and to contact you for participation in project activities on a more regular basis.

2.3. Levels of engagement

Once users have shown interest in the project or its activities, EU-FarmBook can track this database to identify three distinct levels of engagement, which subsequently guide future activities:

Figure 4: Levels of engagement

When ambassadors or partners request stakeholders to indicate their interest upon signing up for the newsletter, registering for launch events, or engaging in other project activities, these contacts will be entered into the EU-FarmBook Customer Relation Management (CRM) System. This system is accessible via the internal SharePoint channel, allowing us to effectively monitor and manage the diverse stakeholders associated with varying levels of engagement. It is essential for all task leaders to utilize the CRM system when engaging stakeholders in their respective activities.

3. Overview of produced materials (M1-M15)

CONSULAI has developed various communication materials from M1 to M15, as outlined in the following chapters.

3.1. Social media

To empower EU-FarmBook partners and ambassadors in advocating for the project within their networks, CONSULAI created an internal social media guideline document in M11. This comprehensive guide offers strategic insights, best practices, and tailored templates specifically designed to assist EU-FarmBook partners and ambassadors in effectively showcasing the EU-FarmBook project across various social media channels.

Figure 5: EU-FarmBook internal social media guidelines document

The document describes the guidelines on messaging strategies, visual identity maintenance, tone of communication, and recommended practices for engaging with audiences.

This guide was complemented by a collection of social media templates, specifically tailored for LinkedIn, including banners, GIFs, and images:
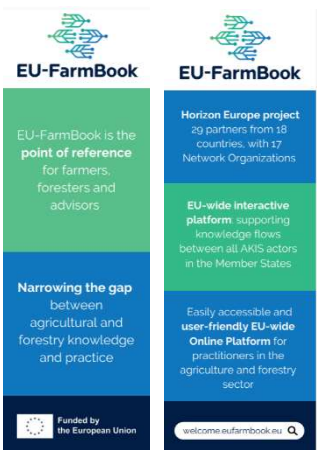
Figure 6: EU-FarmBook social media templates examples
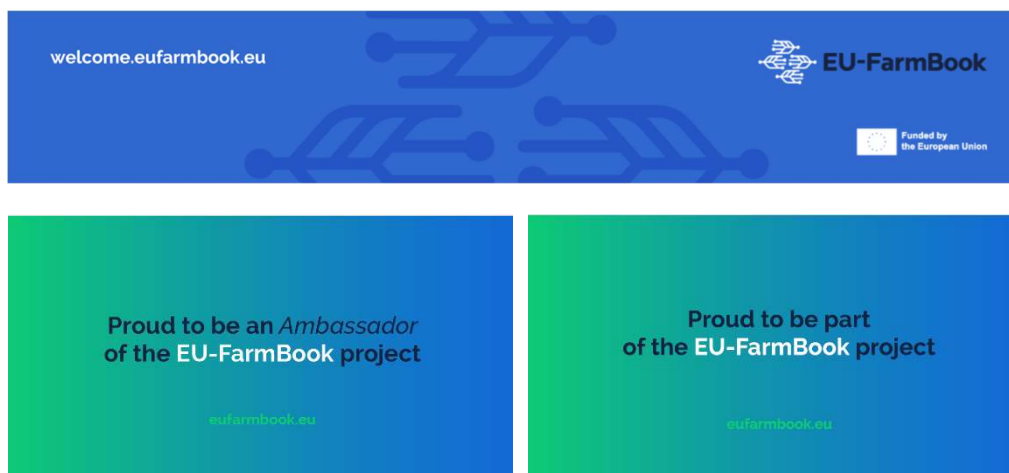
3.2. Events

As detailed in the Annex of D5.2, during the first 15 months of the project, EU-FarmBook members actively engaged in several events, representing the project through plenary sessions or poster/roll-up presentations. As a result, tailored communication and dissemination materials were created to effectively promote the project to the target audience at these events, conveying specific key messages.

Table 2: CD&E developed materials (M1-M15)

Tool	Image	Key message
Postal card		EU-FarmBook is a Horizon Europe project, that gathers 29 partners from 18 countries, with 17 Network Organizations. EU-FarmBook is developing an online platform, under a multi-actor approach, that will gather practical agricultural and forestry knowledge.

Tool	Image	Key message
Poster		EU-FarmBook is a Horizon Europe project, that gathers 29 partners from 18 countries, with 17 Network Organizations. EU-FarmBook is developing an online platform, under a multi-actor approach, that will gather practical agricultural and forestry knowledge.
Institutional presentation		EU-FarmBook is developing an online platform, under a multi-actor approach, that will gather practical agricultural and forestry knowledge.
Roll-up		EU-FarmBook is a Horizon Europe project, that gathers 29 partners from 18 countries, with 17 Network Organizations.

Tool	Image	Key message
Fabric poster		EU-FarmBook is developing an online platform, under a multi-actor approach, that will boost the impact, visibility, and sustainability of EU-funded Research & Innovation projects, promoting the practical application of its outputs.

3.3. E-mail

As a multi-actor project, continuous communication between partners and stakeholders is integral. To ensure email correspondence reflects the EU-FarmBook visual identity, a personalized email signature was created. This signature is available for all partners, aiming not only to establish a strong visual identity but also to foster engagement with EU-FarmBook's online social networks.

Figure 7: EU-FarmBook e-mail signature

4. Overview of produced materials (M15-M16)

To facilitate the forthcoming pre-launch of the EU-FarmBook online platform, scheduled on February 8th, 2024 (M19), and to promote it by introducing the platform to various stakeholders (T5.3), with a special focus on contributors (Horizon Europe, Operational Groups and H2020 project coordinators), two distinct communication support toolkits were meticulously crafted.

These toolkits are intended to assist ambassadors and partners in effectively communicating about the platform within their respective networks.

4.1. Ambassadors communication support toolkit

Ambassadors play a vital role promoting the EU-FarmBook in their Member States. For that reason, several communication support materials were created by CONSULAI and shared in the Internal collaboration platform, SharePoint, to support them.
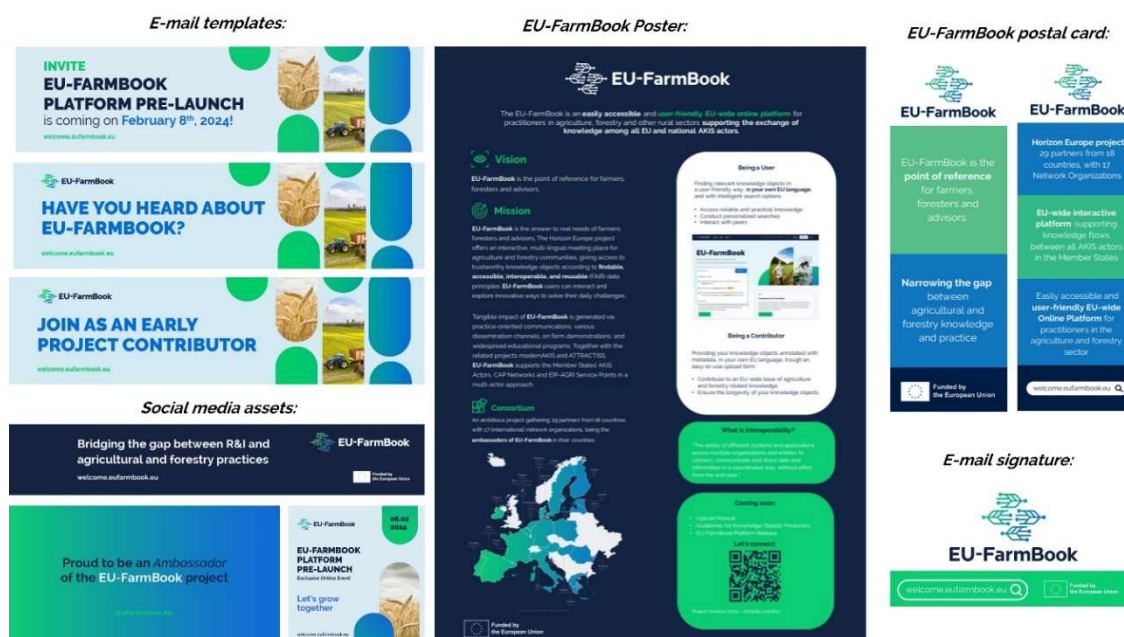
The Toolkit comprises the following communication and dissemination materials:

- Personalized email signature with setup instructions.

- Three editable email templates: one to present the project, another to invite project coordinators from H2020, Operational Groups, and HEU to upload practice-oriented materials on the online platform, and a third to invite them to the Pre-Launch event.

- Poster, tailored presentations, and a networking events postal card.

- Social media templates.

Figure 8: Ambassadors communication support toolkit on SharePoint

Figure 9: Showcase ambassadors communication support toolkit

4.2. Partners communication support toolkit

Partners are encouraged to communicate project updates within their organizational channels and to report these communication and dissemination activities, in the monitoring tool. As we approach the pre-launch phase of the EU-FarmBook online platform, providing partner's support to promote this online event is of great importance. To assist partners in their communication efforts, a dedicated toolkit was provided that include a range of communication and dissemination materials:

- Personalized email signature with setup instructions.

- Editable email templates designed for introducing the project and inviting contributors and stakeholders to the pre-launch event.

- A news item available in both short and long versions, offering detailed insights about the upcoming online platform. Partners can adapt and utilize this content within their organization's newsletters.

- Personalized social media templates featuring each partner's logo, enabling them to promote this milestone across their organization's social media channels.

- Additionally, the toolkit also includes posters, tailored presentations, and a networking events postal card.

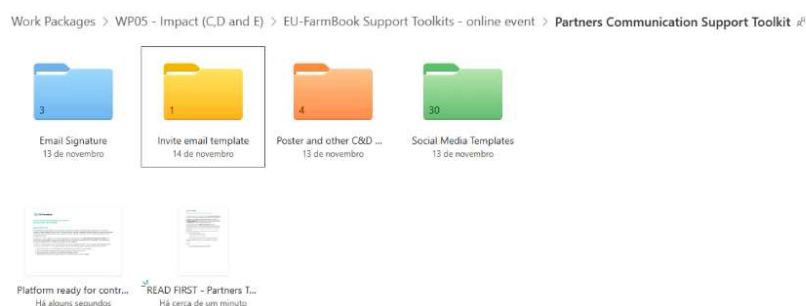*Figure 10: Partners communication support toolkit on SharePoint*

Figure 11: Showcase partners communication support toolkit