

CONSOLE

CONtract Solutions for Effective and lasting delivery of agri-environmental-climate public goods by EU agriculture and forestry

Research and Innovation action: H2020 - GA 817949

Dissemination and Communication Strategy (2nd Draft)

Project	CONSOLE
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Project Consortium

N°	Participant organisation name	Country
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2	REGIONE EMILIA ROMAGNA	IT
3	CONSORZIO DELLA BONIFICA DELLA ROMAGNA OCCIDENTALE	IT
4	UNIVERSITAET FUER BODENKULTUR WIEN	AT
5	Ecorys Brussels N.V.	BE
6	EUROPEAN LANDOWNERS ORGANIZATION	BE
7	ASSOCIATION OF AGRI-ENVIRONMENTAL FARMERS	BG
8	INSTITUTE OF AGRICULTURAL ECONOMICS	BG
9	JOHANN HEINRICH VON THUENEN-INSTITUT, BUNDESFORSCHUNGS- INSTITUT FUER LAENDLICHE RAEUME, WALD UND FISCHEREI	DE
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13	LUONNONVARAKESKUS	FI
14	ASSEMBLEE DES REGIONS EUROPEENNES FRUITIERES LEGUMIERES ET HORTICOLES	FR
15	ASSOCIATION TRAME	FR
16	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS	FR
17	INSTITUT NATIONAL DE LA RECHERCHE AGRONOMIQUE	FR
18	UNIVERSITY COLLEGE CORK - NATIONAL UNIVERSITY OF IRELAND, CORK	IE
19	UNIVERSITA DI PISA	IT
20	ZEMNIEKU SAEIMA	LV
21	STICHTING VU	NL
22	STICHTING HET WERELD NATUUR FONDS-NEDERLAND	NL
23	SZKOLA GLOWNA GOSPODARSTWA WIEJSKIEGO	PL
24	UNIVERSITY OF LEEDS	UK

List of Abbreviations

AB	Advisory Board
AECPGs	Agri-environmental Climate Public Goods
AES	Agri-Environmental Schemes
CA	Consortium Agreement
CAP	Common Agricultural Policy
CoP	Community of Practice
D	Deliverable
EASME	European Agency for Small and Medium Enterprises
ES	Eco-system Service
EC	European Commission
EU	The European Union
H2020	Horizon 2020
LAG	Local Action Group
ME	Multiplier Event
PG	Public Good
SN	Stakeholder Network
WP	Work Package

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1 Executive Summary

This document consists of Task 6.1 (Dissemination and communication strategy) in the framework of WP6 (Dissemination and outreach) and Deliverable 6.5 (Report on dissemination and communication strategy). The main aim will be to boost the impact of the project, through communicating the knowledge and results of the project. The project will target a wide range of audiences in order to link research, evidence-based policy and public awareness. Communication activities, such as workshops, social media accounts and websites have been discussed in this plan as well as identified actors and stakeholders in order to effectively promote innovation in delivery of agri-environmental climate public goods (AECPG) by EU agriculture and forestry.

This is a living document and will be continuously updated according to CONSOLE's progress.

2 Introduction

The purpose of this Dissemination and communication strategy is to serve as an instructional plan towards the activities relating to raising awareness, informing stakeholders and disseminating the results of the CONSOLE project. As such, this document will identify and organise the activities to be performed in order to effectively promote the CONSOLE project, bringing together partners, researchers and stakeholders.

This strategy consists of Deliverable D6.5 in the framework of WP6 (Dissemination and outreach).

The CONSOLE project focuses on promoting the delivery of AECPGS by agriculture and forestry through the development of improved contractual solutions. The main expected outcome of the project is a framework to better design and implement AECPGs contracts, built together with a CoP in order to apply the framework in a real-life context.

WP6 will provide complementary dissemination and outreach in a collaborative framework with all relevant stakeholders and interaction with all other WP's, most notably with WP1 and WP5, with a strong connection with activities related to CoP. The CoP will involve different groups of local actors connected to AECPGs provision initiatives in selected case study areas, as well as a pan-European network of practices, intended for knowledge creation and mutual learning through virtual contacts.

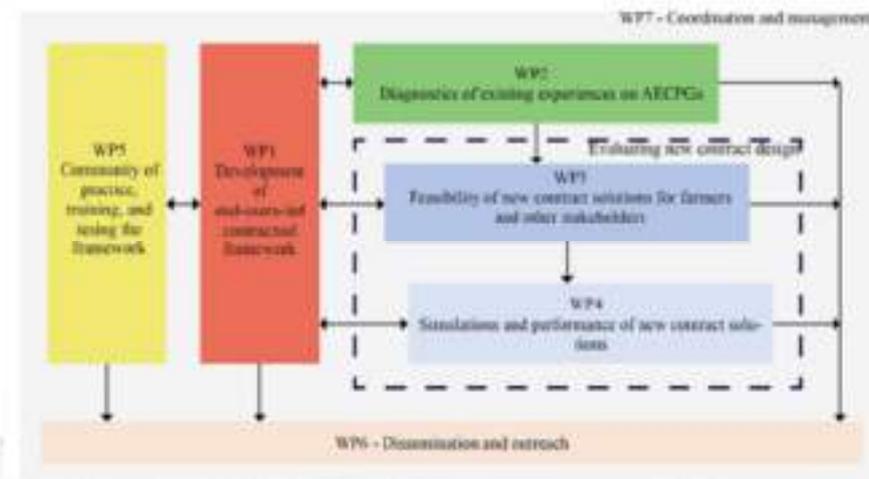


Figure 1. CONSOLE Work Packages

The objective of this plan is to ensure that the project has a structured and streamlined approach to communicating about the project using various tools.

The plan will also outline the upcoming tasks, and how the project is expected to be exploited.

It is important that the CONSOLE results are operational and easily accessible for a wide range of interested actors and stakeholders, with impact on the ground to ensure a major transition to smarter AECPGs related practices in Europe.

This Dissemination and communication plan is the second draft due by Month 18 of the Project and will be continuously revisited and updated to reflect the progress made by the project. A third and final draft of the Plan will be completed during month 35-36.

3 Stakeholders

There is a wide audience of interested actors and stakeholders for the CONSOLE project including farmers, farm advisors, administrations, research institutes, NGOs and businesses along the value chain. All project partners are to be involved in identifying relevant stakeholders to the projects and effectively communicating with and disseminating to them. This will include communicating through their own channels, and those identified by the project. It will also be necessary for partners to target audiences at different geographical levels. We will continuously update the mapping of the stakeholders, to reflect the progress and external influences through out the project lifetime.

Table 1 : Stakeholder Map

AGRO-ENVI PRACTITIONERS	POLICY MAKERS	SCIENTIFIC COMMUNITY	MEDIA	OTHER
Farmers	Regional Councils	Universities	Technical magazines	Agro-industrial associations
Landowners	Municipalities	Research Institutes	Farmers Journals	Certification bodies
Forestry sector	National Governments	Scientists	Scientific journals	MEPs and Political groups involved with topics such as: environment and agriculture
Cooperatives	EU policy makers	EIP-AGRI	EU-Magazines	
LAGs			Social media & internet site	
Rural professionals				
EIP-AGRI	EIP-AGRI			

The target information and activities identified to target the main stakeholder group can be found in the figure below and will be discussed further in the following chapters.

Further information regarding practitioners' and stakeholder engagement and the CoP can be found in Deliverable 5.1.

Table 2: Stakeholder Dissemination Activities as scheduled

(Main) target type	Activity	Timing (month)	No of events	No of participants
Scientific community	Intermediate conference papers	6-36	14	-
	Papers in refereed journals	24-36	14	-
Stakeholders, practitioners, farmers, and policy makers	Final Dissemination conference	36	1	70
	Multiplier Events	36	26	40 per event
	Roadshows	7-31	13	20 per event
	Training	19-25	26	10 per event
Wider innovation community	EIP-AGRI abstracts	10-36	7	EU-wide
	Articles in farmers' journals	10-36	13	1000s
Cross-category and follow up network	Professional social network	3	1	1500 connections
	Twitter Account	1-36	1	1000

4 Identity Guidelines

Project Identity is important; therefore, a project logo has been designed and will be used for all dissemination material. This will create a unified image and visibility of the project. As a beneficiary of EU funding, the European emblem will be used to acknowledge support received under EU programmes.

4.1 CONSOLE Logo

The CONSOLE logo was chosen during the Kick-Off meeting by partners and designed by EVENOR. Reflecting the various partners from across the European Union, the logo is an iconic representation that refers to the collaborative network that we want to create with this project. Based on the same core design, the logo has been produced in colour and black and white that can be adapted to different media e.g. website, leaflets, posters etc.



Figure 2. CONSOLE logos

The project logo should be used in the following cases:

- in internal and external documents within the framework of the CONSOLE project, especially documents for the public and European Commission
- in power point presentations that are used to communicate and disseminate activities carried out by partners within the framework of the project
- on the CONSOLE website and social media profiles

4.1.1 Colours

The colours used for the logo are simple and have been kept to a minimum. They are the colours to be used in the design of various communication materials to reflect the identity of the project.

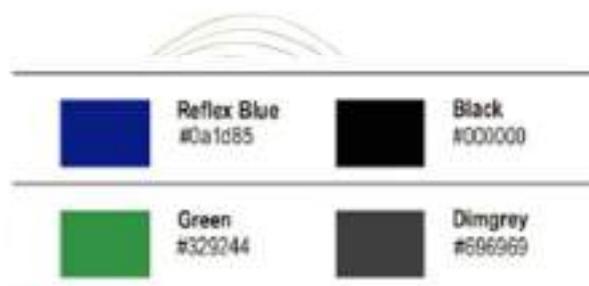


Figure 3. CONSOLE colours

4.1.2 Typography

The logo typography has been created in Futura-book, to keep with the minimalistic approach.



Figure 4. CONSOLE Typography

4.2 European Identity

Any dissemination of results must display the EU emblem and include the text in the way presented below:

This project has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement 817494. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use of which may be made of the information contained therein.

The emblem and guidelines on the use during dissemination can be found on the link below:

- The EU emblem: https://europa.eu/european-union/about-eu/symbols/flag_en
- Guidelines on the use of the EU emblem: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf
- Graphical rules: <http://publications.europa.eu/code/en/en-5000100.htm>

4.3 PowerPoint Template

A PowerPoint template has been prepared by EVENOR that can be adapted by the partners for their own use. This is to encourage the use of correct branding and logos, and to streamline all communication.

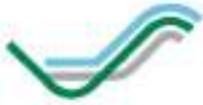


Figure 5. CONSOLE PowerPoint Template

4.4 Partner Logos

All partner logos should be included on communication and dissemination documents, reports etc.

All partner logos can be found here.

 ALMA MATER STUDIORUM UNIVERSITA DI BOLOGNA	 Regione Emilia Romagna	 CONSORZIO DI BONIFICA della Romagna Occidentale	 BOKU
Alma Mater Studiorum – Università di Bologna	Regione emilia Romagna	Consorzio della Bonifica della Romagna Occidentale	Universitaet Fuer Bodenkultur Wien
 ECORYS	 ELO	 ASSOCIAZIONE PER AGRICOLTORI AMBIENTALENTI	 IAE SOFIA
Ecorys Brussels N.V.	European Landowners' Organization	Association of Agri- Environmental Farmers	Institute of Agricultural Economics

			
Johann Heinrich von Thünen- Institut	Evenr Tech SL	Asociación Agraria Jóvenes Agricultores de Sevilla	Universidd Politecnica de Madrid
			
Luonnonvarakeskus	Assemblee des Regions Europeennes Fruitieres Legumieres et Horticoles	Association Trame	Centre National de la Recherche Scientifique CNRS
			
Institut National de la Recherche Agronomique	University College Cork – National University of Ireland	Universita di Pisa	Zemnieku Saeima
			
Stichting VU	Stichting Het Wereld Natuur Fonds – Nederland	Szkoła Główna Gospodarstwa Wiejskiego	University of Leeds

5 Communication and Dissemination Materials

The CONSOLE project will implement a combined dissemination progression in order to address a variety of target actors, which will allow, at the same time, to provide diffusion of academic knowledge, building of a shared understanding of the issues addressed by the project and to deliver practical policy supporting information. The dissemination and communication strategy is closely merged

with activities of the CoP and stakeholder dialogue. This will be done through existing networks and events, as well as creating a dialogue for discussions on AECPG's.

The way partners discuss the project with the relevant stakeholders will need to be tailored to the interest and technical knowledge of the audience. Whilst the academic partners will primarily contribute to the scientific discussion by presenting results to the academic world, they can also, along with stakeholder members disseminate towards public decision makers and local actors. This will allow for wide contribution towards the dissemination of the project.

A range of communication tools have been created to be used as a form of sharing and disseminating information with stakeholders and the public.

5.1 CONSOLE Website

A project website has been created for both consortium members and public access. It will be updated at regular intervals based upon the material and information provided by the project partners through project activities.

The website <https://console-project.eu> has been live since June 2019, but is still under ongoing development. The aim of the website is to increase the recognition of the CONSOLE project to the public. It has a user-friendly design, and the content will be relevant and accessible for all stakeholder groups.

The website contains links to the project's social media profiles.



Figure 6. CONSOLE Website

The website includes both a public and a restricted area and are used to:

- provide general information about the project and the progress made in clear and understandable language (background, objectives, partners, contacts);
- enable downloading of (interim and final) project documents, including reports as well as presentations;
- share internal documents in a password-protected area for Consortium members;
- support the organisation of project meetings (programmes, logistics, presentations);
- support case studies and related data exchange;
- support continuous communication and participation between researchers, AB, SN;
- provide a list of links to relevant information sources, including the websites of related research websites and relevant policy websites;
- provide links to the project publications and data sets;
- a place to store project deliverables and download of the logo for partners.

Project partner EVENOR is responsible for the website, with input expected from all partners, especially WP leaders.

Further information regarding the project website delivery and functionalities can be found in Deliverable 6.1.

5.1.1 Blog

The website includes a place for blogs. The objective of the blog is to publicise both the information (news) and the activities carried out during the project. It is intended that this information be regular over time, allowing multidirectional communication. Likewise, each Blog Post will be automatically linked to the set of social media networks. This is maintained by EVENOR, with input and material provided by all partners.

There are currently 76 blog posts on the Blog site.

Blog

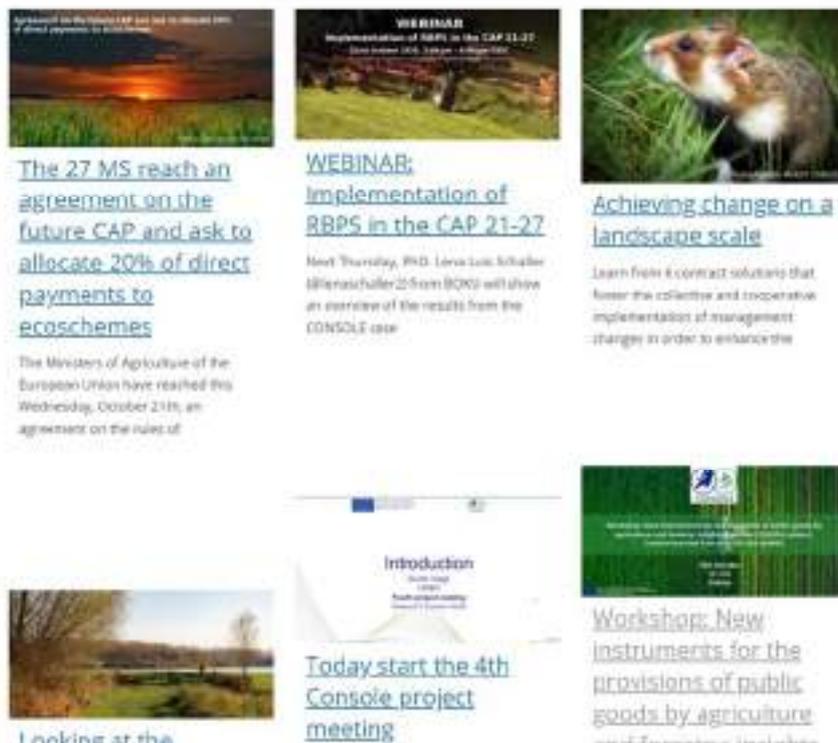


Figure 7. CONSOLE Blog

5.2 Social Media

The use of Social Media is extremely relevant in communicating and disseminating about the CONSOLE project. It will allow information to reach a wide, and targeted audience, that will maximise the impact and successful exploitation of the project results.

A Twitter profile ([@CONSOLE](#)) has been set up and is managed by EVENOR. It is being used to share project updates with followers, and to spread online discussion about the topic at relevant workshops and conferences by using various hashtags and sharing thought-provoking content. Posts are being published regularly. There are currently 198 followers following the account.

A YouTube profile ([Console-Project](#)) has also been set up, which will be used to disseminate the planned project videos. There is one video introducing the project on the channel, which has had 14 views at the time of writing.

A LinkedIn profile ([Console Project](#)) is also available to target business-oriented stakeholders and the research community. The profile currently has 328 connections.

All these social media channels will be used to direct people to the CONSOLE website by highlighting new publications, project activities, etc.

Project partner EVENOR is responsible for the social media profiles, with input from all partners. It is expected that the partners will share the social media posts on their own networks. Partners should notify EVENOR in advance of upcoming project activities so that they can be posted on the project social media channels and website.

5.2.1 Non-Professional Social Network

A non-professional social network will be set up in connection with the project activities. This will provide communication across non-professional and professional target groups, feedback over the course of the project lifetime and potentially provide a basis for a long-lasting network beyond the project activities and beyond the technical community.

A Facebook profile ([@Console.project](#)) has been created and will be used to gain public interest in non-technical information. The account currently has 51 followers.

This activity will be revised in agreement with the Project Officer in relation to technology change between the time of writing and the time of carrying out project activities.

5.3 Leaflet/Brochure

A project leaflet will be prepared including a short presentation of the project for communication via website and on paper. It will be available at conferences, workshops, seminars, etc. that are organised and/or attended by the partners.

The leaflet was created by EVENOR.



Figure 8 and 9. CONSOLE Leaflet

5.4 Project Presentation

A project presentation will be prepared including a short presentation of the project (15 slides) for diffusion via website. The project presentation describes the context and concept of the project as well as objectives and deliverables. It will serve as a tool to inform the public about the project and its main themes. It will be updated during the lifetime of the project in order to include key results.

Creation of the project presentation is due in month 3.

5.5 Demonstration and Project Video

One short movie will be prepared regarding the issue of contracts for the provision of public goods produced by agriculture and forestry. This will be diffused through popular free means, such as YouTube. It aims to explain in simple terms the importance of the project issues and to raise awareness about collective action and efficient contract solutions in its direction.

The project video is due during month 18.

5.6 Short Movie

A short movie about the project, including interviews, will be prepared at an early stage of the project to allow an appealing entry to the project website. The video was published in month 8.

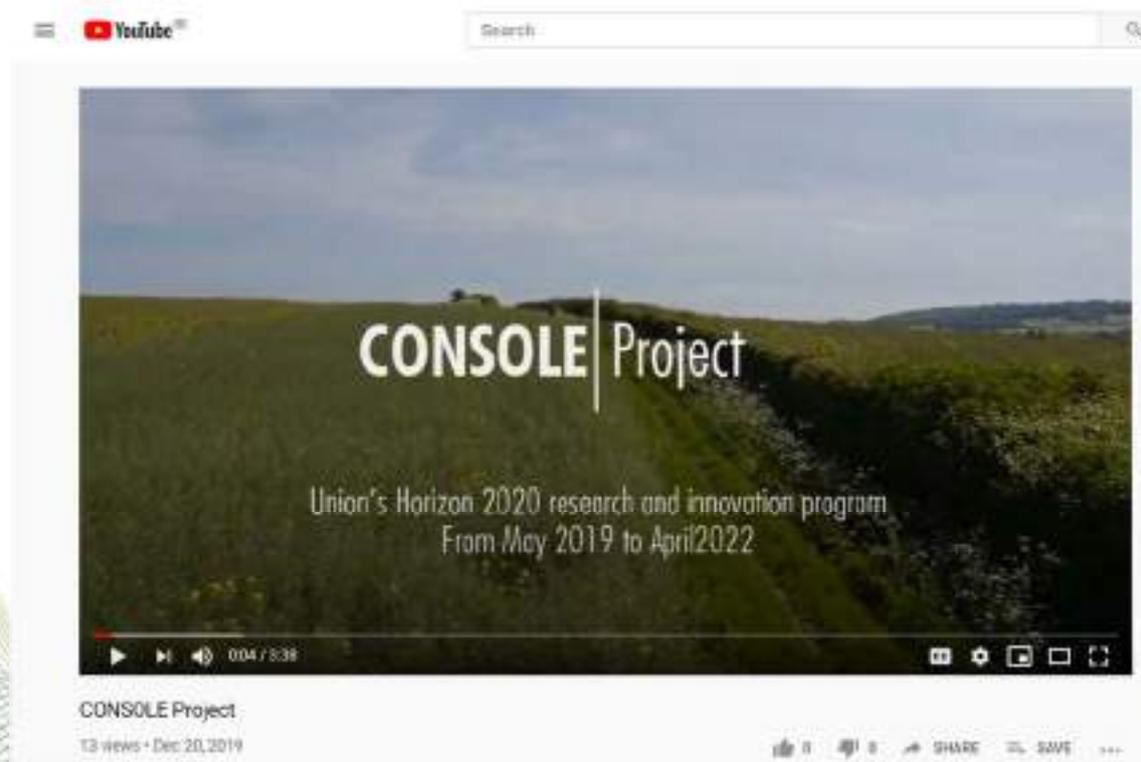


Figure 10. CONSOLE Video on YouTube

5.7 E-Newsletters

The project will not have its own newsletter, which is largely substituted using a dedicated page on LinkedIn. The project will rather target the inclusion of articles in existing newsletters and popular science/policy journals. The articles will mainly include non-technical presentations of project activities and will bring experiences and feedback from other research and innovation events. At least 4 articles are planned at key steps in the project. A priority focus for these articles will be the EIP-AGRI newsletter (two articles for newsletters other than EIP-AGRI).

Project partner EVENOR is responsible for the entries in existing newsletters.

5.8 Articles

Partners will write and provide information to different kinds of publications, such as articles, in the framework of WP6 over the course of the project, both in English and/or their national language.

The articles will mainly include non-technical presentation of project activities and will bring experiences and feedback from other research and innovation events. At least 4 articles are planned at key steps in the project. A priority focus for these articles will be the EIP-AGRI newsletter, however, 2 articles will be for newsletters other than EIP-AGRI

EVENOR is responsible for the redaction of the articles.

5.9 Press Releases

In addition to articles, press releases will be written throughout the project to highlight the completion of key deliverables and to distribute the final results of the project.

The Steering Committee will be responsible for preparing the content and timing of press releases and joint publications of the project in respect of the procedures of the Grant Agreement Article 29.

5.10 Scientific papers for Journals

Papers to refereed journals are aimed for the dissemination of the results to the scientific community. At least one paper per WP is expected as the final outcome of WP1, WP2, WP3 and WP4. In addition, it is also expected that one paper per case study country will be produced, most likely as the result of WP3 or WP4. It is expected that papers will be submitted to journals within 2 months of the end of the project, and published within two years of the end of the project. However, papers from selected activities carried out in the first part of the project will aim at being published during the project lifetime. Papers may be submitted to high-quality journals in the field of investigation, e.g.: Land Use Policy; Ecological Economics; (Journal of) Environmental Management; American Journal of Agricultural Economics, Ecology and Society, Journal of Rural Studies; Landscape and Urban Planning; etc. The aggregation of the above into a special issue of a refereed international journal will be preferred in order to allow a consistent access to the project results by readers and highest visibility. For scientific papers published in journals, the project will target fully open access journals, according to the gold open access approach. Budget is set aside for this in the resources to be committed. This will be managed in such a way as to guarantee access to high level peer reviewed journals and not easy “pay for publish” journals. Free open access journals (including journal ranking etc.) will be preferred in order to allow a wider dissemination given the budget available. Digital copies of project scientific publications will be deposited in institutional or public repositories (possibly harvested by OpenAIRE portal) for maximum visibility of the project results and their long-term preservation. Institutional and public repositories will also be used to archive and disseminate the scientific publications not covered by the project budget according to the green open access option.

5.11 Scientific papers for Conferences

Scientific papers for conferences are expected as a result of the preliminary activities carried out in WP1, WP2, WP3, and WP4, plus one per country. This will be decided by the partners involved based on the progress of the project and the most interesting results achieved. The aim is to engage in an early discussion of the project outcomes with peers and feed into lessons learned from such discussions in the project. Conferences ensuring on-loan open access diffusion of the papers through the thematic web-pages will be preferred in order to allow a wider diffusion and higher possibility of feedback.

5.12 Policy Briefs

Policy briefs will be issued in two stages of the project:

- a) an intermediate policy brief, based on intermediate results, to be released by month 18;
- b) a final policy brief, based on final results, to be released by month 36.

The targeted audience of these Policy briefs will be MEP's, National Governments and DG AGRI/ENVI.

ELO and partners will be responsible for writing and issuing the policy briefs.

6 Communication and Dissemination Activities

The CONSOLE project will aim to organise and include a number of activities through the lifetime of the project to engage stakeholders and raise public awareness. The Communication and Dissemination Materials mentioned above can be used to complement the activities as well as visual aids during conferences, for example.

Due to the COVID-19 pandemic dissemination activities have been reduced as physical attendance and travel to conferences and other events have been made impossible. However, events that were supposed to be hosted in person have moved online in the form of online workshops or webinars.

6.1 Multiplier Events

At the beginning of the project, each partner, in collaboration with other partners located in the same country will organise a multiplier event to introduce and attract the attention of relevant stakeholders such as practitioners, farmers and policy makers who are not yet involved in the project. A second multiplier event is expected towards the end of the project to disseminate the results.

ELO will be responsible for the guidance frame in order to obtain homogenous events whilst also allowing flexibility to each partner to adapt the event to their local circumstances.

Further information and Report on the 1st Multiplier Event can be found in Deliverable 6.2.

6.2 Roadshows

A roadshow event is planned in each country, in order to share project results with local community in the locations characterised by the implementation of some of the contractual solutions studied in the project. This will allow for a better explanation of the concepts and demonstrations of the results. The audience is roughly the same as for multiplier events. It will be desired that the roadshows will be a mix of formal and informal means to yield support for the project and to make sure that it does not follow a conventional unidirectional approach for transmitting the results, but that in consonance with the participatory spirit of the project, it will be designed as a form of continuing the dialogue that CONSOLE would have initiated. The details of roadshows will be decided in the final part of the project to better achieve the relevant local audience.

Each partner, in collaboration with other partners located in its country, is responsible for organising the multiplier event in its country.

6.3 Workshops

Workshops are designed to strengthen links and involvement of key stakeholders to implement strategies for information flow and co-working, to successfully perform surveys and questionnaires, and to launch invitations to further participation. Country specific workshops are expected during the project where a mix of representatives from different actors involved at different levels will attend to collect multilevel feed-back and to identify lessons learnt. In addition, two dissemination workshops are expected at EU level.

Throughout the project up until month 18 partners have participated in 12 workshops disseminating about the project.

A workshop with the title “New instruments for the provisions of public goods by agriculture and forestry: insights from the CONSOLE project” was held online in month 18 with 109 participants. The case studies were highlighted alongside a lively discussion with the audience. This was hosted by ELO and organised with UNIBO, BOKU and the Thuenen Institute.

6.4 Participation in Events

All members of the consortium will participate actively in conferences, seminars and fairs to promote the project and disseminate the results. Their participation,

as well as method of participation (oral presentation, poster presentation, etc.) will be reported in a dissemination log to the EC.

Presentations at Science communication events will be pursued. Examples of such events include the 'European Researchers Night' or 'Festival della Scienza' and 'La Scienza in Piazza' in Italy. This will be planned on a case by case basis, in connection to the thematic choices of the events.

In the UK, there are several different opportunities for engagement. Examples include; 'Pint of Science' typically held in a pub with a pint, which could be of interest to both farmers and local people and 'Open Farm Sunday', an annual event whereby farmers open their farms to the general public so they can see how a farm operates.

An excel table (dissemination log) will be produced and maintained where partners can update their dissemination activities. Partners will be expected to record the events they have attended and provide photos and links where necessary. The Excel document will also include information and evidence of publications, social networks, etc.

Partners have between them attended numerous events, given presentations and written articles about the CONSOLE project.

6.5 Training

Training activities are envisaged as part of the use and building capacity regarding the use of the framework. It will be targeted at staff of the partners and any external relevant participants with collaboration with the RD Network as much as possible. Different instruments will be considered: one in-presence training event is expected per country, while an on-line accompanying learning tool will be produced. The in-presence events will be half-day training events, taking place in two rounds, with one event per country. The first event will focus on an introduction to the CONSOLE framework and building know-how and capacity for the test of the framework. The second event is more oriented to personnel and entities from outside the project on addressing the use of the framework and innovative concepts in AECPG contracts; it will be located towards the end of the project. The on-line training tool will be inspired by the MOOC approach, most likely in the form of small MOOC. Micro-learning concepts will also be considered for the instrument to be used in a diffused form and linked to the community above, and the knowledge platform if any is produced depending on available infrastructures. This will be through stakeholders' platforms initiating or/and running by partners in their respective national languages, connected with the central CONSOLE website and Dissemination and Communication Hub.

7 Confidentiality rules and procedures

The project falls mainly in the field of social and economic sciences and will produce scientific information. It is not expected to produce patents or commercially exploitable results. No specific intellectual property issues linked to patenting are expected for the main results. Also, the use of existing patents is not envisaged. As a result, no activity is envisaged to potentially infringe patents belonging to others.

CONSOLE is planning to use open access platforms for the framework and its components. It is not expected that there will be relevant background to this, but, in any case, both own and external background elements (e.g. existing tools to be linked) were preliminary identified with regard to legal conditions for access rights, in the Consortium Agreement which was signed by all members of the Consortium at the beginning of the project.

In terms of foreground, the framework is expected to be an open document suitable for development, improvement adaptation in the future by anybody.

The Consortium Agreement also sets out the rules for the Confidentiality of Information shared within the project.

7.1 Handling confidential information

The General Data Protection Regulation (GDPR) is a legal framework that contains the guidelines for the collection and processing of the personal information collected, which applies for individuals who live in the European Union.

The handling of confidential information will be included in deliverable D7.1 (Data Management Plan) with a first draft due in month 6.

8 Conclusions

This is the second draft of Deliverables 6.5. It will be updated in line with the project's development with a third and final draft to be completed during month 35-36.

9 Acknowledgment

The authors would like to thank the EU for funding, in the frame of the European Union's Horizon 2020 research and innovation programme under Grant Agreement GA 817949.

