Communication Plan and Dissemination Plan (Update)

Deliverable D6.8

(Summary)

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BESTMAP

Behavioural, Ecological and Socio-economic Tools for Modelling Agricultural Policy

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Project acronym:	**BESTMAP**
Project full title:	**Behavioural, Ecological and Socio-economic Tools for Modelling Agricultural Policy**
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Duration:	48 months
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D6.8 Communication Plan and Dissemination Plan (Update)

Summary

BESTMAP (Behavioural, Ecological and Socio-economic Tools for Modelling Agricultural Policy) aims to develop a new flexible, interoperable and customisable framework that will take account of farmers' needs and effectively monitor policy impacts on natural, social and cultural assets in rural areas.

BESTMAP will develop and analyse the outcomes of a behavioural theoretical modelling framework that takes account of the complexity of farmers' decision-making. Additionally, computer models will help build up an operational framework. BESTMAP will implement the newly developed framework in five regions across Europe, holding diverse agricultural, socio-economic and political backgrounds: Humber Catchment (UK), Mulde River Basin (DE), South Moravia (CZ), Bačka Region (RS) and Catalonia (ES).

To promote and disseminate the BESTMAP research across stakeholders and the general public, and to raise awareness of the project findings, BESTMAP created a strategic document Communication Plan and Dissemination plan that will serve as a guideline for effective communication of project activities and dissemination of project findings and results.

Deliverables 6.3 Communication and Dissemination plan and 6.8 Communication and Dissemination plan (Update) comprise actions, tools and channels to be used throughout the BESTMAP project scope. The purpose of these documents is to outline the strategy, to define means of communication, tools and actions that will be done within the BESTMAP project in order to reach a wide range of stakeholders.

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