



Communication Plan and Dissemination Plan

Deliverable D6.3

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BESTMAP

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



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Preface

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).

The project is led by the University of Leeds and will be carried out for a four-year period by a consortium of 13 partners from 7 European countries.

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.

This document describes communication and dissemination channels, target groups, key messages and defines processes of successful reporting on communication and dissemination activities.

Summary

Deliverable 6.3 Communication and Dissemination plan comprises actions, tools and channels to be used throughout the BESTMAP project scope. The purpose of this document 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. This plan is a living document and will be officially updated in month 24 (D6.8). The first chapter of the Communication and Dissemination Plan explains the wider context of the project and highlights how the project duration and geographical scope impact the communication and dissemination activities. The second chapter presents communication and dissemination strategy including definition of objectives and target audiences, communication tools and key messages. The third chapter presents AGRIMODELS cluster, while the fourth chapter explains Social Media Strategy. The aim of the fifth chapter is to emphasize the importance of project partners' involvement in communication and dissemination activities, and the sixth chapter showcases the list of relevant conferences for presentation of the BESTMAP project. Seventh chapter presents an action plan for communication and dissemination activities while a list of references can be found in chapter eight.

1. Situation Analysis

1.1. Background

To be able to understand the context under which the communication and dissemination plan has been designed, it is important to emphasize two main factors that had a huge impact on the structure of this plan: a lifespan and geographical scope of the BESTMAP project. The BESTMAP project will last 48 months during which two Deliverables will be developed - Deliverable 6.3 Communication plan and Dissemination plan (month 8) and in the month 24 Deliverable 6.8 Communication Plan and Dissemination Plan (Update). Therefore, most of the segments of this plan cover the project lifespan, while some of the segments are designed in a way to cover the first 24 months while other 24 months will be covered through the D6.8.

The geographical scope of the project also has a significant impact on the conduction of the plan. Communication within the BESTMAP project has to work on two levels - European and local/national level. Communication and dissemination activities will reach a number of stakeholders that interact at the European level, and also activities that will be conducted at specific Case Study areas will reach local stakeholders.

1.2. Communication Network

BESTMAP benefits from a network of 13 partners from 7 European countries. All partners within consortia will take an active role in communication and dissemination activities of the project. The BESTMAP consortium includes eight high education institutes/research organizations, one non-profit organization (RISE), one governmental body (DARP), and three small medium enterprises (PENSOFT, MUND and CE). These organisations bring in diverse expertises and contacts in different fields/areas which will be significant lift for reaching various groups of stakeholders.

1.3. Potential risks and mitigation measures

Potential risks that can affect communication and dissemination activities along with the set of mitigation measures are listed in the table below.

Table 1. Potential risks and mitigation measures

Potential risk	Mitigation measure
Countries remain in a state of emergency caused by COVID-19 crisis longer than expected and disable organisation of certain activities that require physical meetings or travel	Postponing activities which have not a dependency with other activities; switching some of offline activities to virtual events
Lack of willingness of EU level and/	BESTMAP partners have existing links with stakeholders at EU-level and in each CS area. BESTMAP will liaise EC

or national/regional stakeholders to engage with BESTMAP activities.	Project Officer, SUPREMA consortium and other RUR-04 projects to expand the outreach and avoid stakeholders' fatigue. The project has received Letters of support promising engagement of key stakeholders. We have a Science Advisory Board member from the key expert group of JRC Seville.
Lack of effective coordination of communication activities across the consortium	Nomination of communication officer in each partner organisation. Intensive communication with the communication officers (bi-monthly meetings) will help to align communication activities. Clear communication on the tasks and activities and transparent reporting system.

2. Communication and Dissemination Strategy

2.1. Objectives of the Communication Strategy

- To raise public awareness of the project's findings, recommendations and achievements among the key stakeholders' groups
- To ensure the visibility of the project's events and different actions by establishing sustainable tools and communication flow
- To produce motivational material for activating and engaging different target audiences
- To make project findings and public results available on the project website for all who may benefit from them
- To collaborate with projects and groups working in the field in order to join efforts and avoid duplication of work

2.2. Target audiences

A key to successful communication and dissemination is identifying the right target groups and tailoring the message according to the specific needs and characteristics of the receivers. Prior to choosing the right message to be delivered, identifying the relevant target audiences is crucial.

The strategy will identify the main target groups in key sectors and define the most appropriate methods to adjust and communicate results to:

-
- (i) Researchers, research-affine networks (e.g. ABM Modelling Community, ecological/ESS Modelling Community)
 - (ii) EU, national and regional policy makers
 - (iii) Farmers, farmer associations and networks;
 - (iv) Land managers;
 - (v) Environment and sustainability NGOs;
 - (vi) Agriculture consultancy and lobbying companies;
 - (vii) Research projects
 - (viii) Agricultural and environmental consultancy agencies and lobbying institutions
 - (ix) The general public.

2.3. Communication Tools

A wide variety of communication tools will be used to promote BESTMAP project activities and results. Visual communication system was created and presented in MS10 Visual identity and templates. The list below presents a brief overview of tools and channels that will be used for the BESTMAP communication and dissemination activities.

2.3.1. Offline communication tools

The project will create and manage the online and offline communication tools that will help in spreading the information about the project, its activities and outcomes.

- Printed materials

Printed promotional materials will help BESTMAP partners in presenting and promoting the project. In order to overcome language barriers the materials will be produced in English and local languages. All printed materials will follow the visual narrative defined through visual identity of the project and explained in the D6.1. WP6 will design and produce printed materials including but not limited to posters, brochures, lifleats, roll-up banners, etc.

- Physical events

A co-design and co-development phase will organize several stakeholder/policy-maker workshops/interviews to discuss policy scenarios and indicators. These will be held at Case Study locations (involving relevant ministries and governmental bodies) and in Brussels (involving EC policy-makers, environmental and development agencies, umbrella farmers' organizations, agricultural corporates and researchers).

In month 28, UPOL will host and co-organize with UFZ a topical and international summer school (month 28) open to PhD and ECR on impact assessment modelling, ABMs and ESS modelling, focusing on ongoing BESTMAP research activities.

BESTMAP final Annual Meeting, organised as the "Open scientific event" will be open to participation of other scientists, and advertised widely within academic networks of our partners.

2.3.2. Online communication tools

Along with offline communication tools, BESTMAP will adopt online tools and services to maximise the impact and outreach of communication.

- Project website

One of the central online communication tools within BESTMAP is the project website (www.bestmap.eu). It was developed to act as an information hub about the project's aims, goals, beneficiaries, activities and results. The website serves as a prime public dissemination tool making the project deliverables and published materials available to the wider public. The events organized by BESTMAP or of relevance to the project are also announced through the website and reflected in a dedicated news section. Detailed information is available in D1.1 BESTMAP website and web-based within-project communication system.

- E-newsletter

Electronic newsletter as a strong digital marketing tool will be issued bi-annually to inform stakeholders about BESTMAP outputs, including papers, scientific advances, innovations, attended meetings and conferences, as well as future plans for development. The goal is to keep stakeholders up-to-date with the project results and thus, help build a network of BESTMAP-interested parties.

- Social Media

The BESTMAP project will take full advantage of social media communication. Different social media channels will be used to reach out to various target groups. More detail is given in Section 4.

- Press releases

Throughout the project implementation and especially when important project milestones are reached or deliverables have been submitted, press releases will be issued to disseminate the results. Press releases for major scientific results published in peer-reviewed papers will be used as a main communication route to reach science journalists and mass media.

BESTMAP will be using the channels of [EurekAlert!](#) (one of the world's largest online distributors of science news that distributes press releases to more than 5000 mass media and independent science journalists) and [CORDIS Wire](#) (the European Commission's information service).

2.4. Key Messages

An important guiding principle of dissemination will be to use one and the same key output and core message to produce various dissemination materials for a variety of channels in order to maximise uptake of the project outcomes. This communication message will be clearly defined depending on the objective to raise awareness and the specifics of the target group and the channel chosen. Tailored messages will be communicated, as follows:

- Research-affine networks will be targeted by emphasising the innovation and exploitation potential and highlighting aspects relevant for research and development.
- Policy makers will be addressed via short and on-point messages, including key outputs of the project and, where applicable, concrete recommendations.
- Farmers, farmer associations and networks will receive concise practical outputs, if possible in their native language.
- Land managers, environment and sustainability NGOs will be mostly directly addressed with tailored messages regarding BESTMAP suggestions and solutions.
- Research projects will be addressed via more scientific and complex language, relevant to the field of work.
- Agricultural and environmental consultancy agencies and lobbying institutions.
- Despite the heterogeneity of the general public, the wording of the messages will be adjusted to be suitable for lay public to contribute to the crucial communication and dissemination objective of the project, namely informing and raising awareness.

3. Collaboration with the other two projects funded under RUR-04-2018

In the framework of the RUR-04-2018 published by the European Commission as part of the H2020 programme, three projects (**AGRICORE** - Grant agreement ID: 816078, **BESTMAP** - Grant agreement ID: 817501, **MIND STEP** - Grant agreement ID: 817566) received funding

to address the challenges posed in this topic. As part of the Grant Agreement signed with the EC, at least for some of these projects, the consortia participating them agreed on forming a cluster with the other projects funded within the same topic. In addition, during the meetings held between the projects' coordinators and DG-AGRI, it was suggested to boost this collaboration to ensure the proper development of the three projects.

3.1. MIND STEP specific

MIND STEP will improve exploitation of available agricultural and biophysical data and will include the individual decision making (IDM) unit in policy models. Based on a common data framework MIND STEP will develop IDM models, including agent-based models, focusing on different topics in an integrated manner in different regional case studies. The IDM models will be estimated and calibrated using agricultural statistics and big datasets, drawing on established econometric and evolving machine learning techniques and using both traditional models of optimising behaviour and theories from behavioural economics. MIND STEP will closely cooperate with a range of stakeholders to co-create and apply the MIND STEP model toolbox to selected regional, national and EU wide policy cases.

3.2. AGRICORE specific

AGRICORE project proposes a novel tool for improving the current capacity to model policies dealing with agriculture by taking advantage of the latest progress in modelling approaches and ICT. Specifically, the AGRICORE tool will be built as an agent-based approach where each farm is to be modelled as an autonomous decision-making entity which individually assesses its own context and makes decisions on the basis of its current situation and expectations. This modelling approach will allow simulating the interaction between farms and their context (which will account for environment, rural integration, ecosystem services, land use and markets) at various geographic scales – from regional to global. The AGRICORE tool will be made as a highly modular and customisable suite, and it will be released as an **open-source** project so institutions can transparently update and improve the tool as needs arise.

3.3. AGRIMODELS CLUSTER

As a result of joint efforts to establish sustainable structure for coordination of the mutual activities and with an idea to make a use of overlapping stakeholders and reach them jointly instead of reaching them on project level, the project coordinators of the MIND STEP, AGRICORE and BESTMAP projects commit to establish the AGRIMODELS cluster. AGRIMODELS cluster will serve as the coordinating entity between the projects. Visual identity of the AGRIMODELS cluster was created in a way that reflects all three projects' identity and unequivocally communicates synergy between the projects. The website (<https://agrimodels-cluster.eu/>) for promoting results of the clustering, presenting the findings of each project and announcing the activities that are of interest for common stakeholders groups was produced, published and will be updated on a regular basis. For the purpose of internal communication between three projects, a joint google spreadsheet is created in order to keep everyone updated with the core communication and dissemination activities.

4. Social Media Strategy

4.1.Objectives

To make use of the opportunities that Social media offers, a blueprint of the means of social media communication will be introduced. This strategy aims at outlining which target groups will be addressed via which social media channels and with what purpose. The frequency of communication is described in Section 8. Action plan.

4.2.Social Media Channels - analysis

An analysis of the project's specificities and the functionalities and characteristics of each of the outlined social networks – Facebook, Twitter and LinkedIn – will be made to show that they offer different beneficial sides and can have a potential unique use within the BESTMAO project. The results are presented in Table 1. This social media analysis will be used to define a detailed and systematic plan of actions for social media use.

Table 2. Social media analyses and recommendations for use within BESTMAP.

	<i>Functionalities and features – pros and cons</i>	<i>In the context of BESTMAP</i>	<i>Target group</i>
Twitter	Pros: Short, fast, easy communication; popular and with high number of users; Twitter lists easy way to follow news and interact; Event back-channelling Cons: Rather limited in space and media sharing;	Generate interest and share on-going news and activities through posts/tweets Builds community around the project and getting relevant news	Mixed audience of practitioners, policy makers, scientists and the general public

	Tweets have a short searchability lifetime	Conference live stream/post-conference review	
Facebook	<p>Pros: Useful for sharing media (pictures, videos); High number of users; Create events and invite users; Community-like feel</p> <p>Cons: Less professional and used mainly for personal social activities</p>	<p>Generate interest and share on-going news and activities through posts</p> <p>Share relevant multimedia (in posts or as separate albums)</p> <p>Events creation and promotion – strengthening the sense of community around the project</p> <p>Create groups to share group messages</p> <p>Insights – provide useful analytics for the development of the page</p>	Semi-professionally oriented audience; the general public; farmers (especially in FB groups) and practitioners
LinkedIn	<p>Pros: A predominantly professional network; creates potential for professional networking across members; Participation in group discussions</p> <p>Cons: More popular in business than in academia; Seen more as an opportunity to professionally showcase oneself, rather than as a social tool</p>	<p>Form a more professional meaningful discussion, disseminating news and developments around the project in an engaging discussion form</p> <p>Facilitates networking among the members</p> <p>Increase outreach on graduates and post-grad</p>	Business oriented audience; agricultural institutions and organisations; agricultural groups and networks; policy makers

5. Partners' involvement

To ensure the BESTMAP project is taking advantage of all partners' communication channels, each partner organisation nominates a person who will assume a role of communication officer for the BESTMAP project and who will act as a bridge between BESTMAP WP6 and the communication department of the partner organisation.

The responsibilities of the communication officers will be:

- To make sure the BESTMAP project is communicated on the websites and social media accounts of partner organisations
- To make sure the C&D reporting table is regularly updated
- To attend bimonthly (every two months) C&D meeting

Table 3. Partners' communication channels and nomination of communication officers

BESTMAP PARTNER	WEBSITE	SOCIAL MEDIA ACCOUNTS	COMMUNICATION OFFICER
University of Leeds	http://www.leeds.ac.uk/	https://twitter.com/SOGLeeds	Jodi Gunning
		https://www.facebook.com/universityofleeds	
CEH	https://www.ceh.ac.uk	@UK_CEH	James Bullock
		https://www.linkedin.com/company/uk-centre-for-ecology-hydrology	
		https://www.facebook.com/UKCentreforEcologyandHydrology	Paul Evans
CE	https://www.camecon.com/	https://twitter.com/CambridgeEcon	Jon Stenning
		https://www.linkedin.com/company/cambridge-econometrics/	
IfW	https://www.ifw-kiel.de/	https://twitter.com/kielinstitute	Sonja Peterson
		https://www.linkedin.com/company/kiel-institute-for-the-world-economy/	

		https://www.facebook.com/kielinstitute/	Sneha Thube
		https://www.youtube.com/user/IfWKiellnstitute	
UFZ	https://www.ufz.de/index.php?en=33573	https://twitter.com/UFZ_de	Michael Beckmann
		https://de-de.facebook.com/ufzleipzig/	Anne Paulus
MUNDIALIS	https://www.mundialis.de	https://twitter.com/MundialisInfo	Charlotte Eberz
			Markus Neteler
TUD	https://tu-dresden.de/?set_language=en	https://www.facebook.com/TUDresden/	Anna Cord
		https://twitter.com/tudresden_de	
CREAF	www.creaf.cat	https://www.facebook.com/CREAFecologia/	Cristina Domingo
		https://twitter.com/CREAF_Ecologia	
		https://www.youtube.com/user/CREAFecologia	
		https://www.instagram.com/creaf_ecologia/?hl=en	
DARP	http://agricultura.gencat.cat/en/inici/index.html	https://twitter.com/agriculturacat	Andres Fernandez
		https://www.facebook.com/agriculturacat	
		https://www.youtube.com/user/agriculturacat	
		https://www.instagram.com/gencat/	
UPOL	https://www.upol.cz/en/	https://web.facebook.com/univerzita.palackeho	Tomáš Václavík
		https://twitter.com/UPOlomouc	
BIOS	https://biosens.rs/	https://twitter.com/biosensers	

		https://www.facebook.com/biosense.institute/	Dajana Vujaklija
		https://www.youtube.com/channel/UCESazwAYnKbF_25o3nQMEQA	
		https://www.linkedin.com/company/biosense-institute/	
RISE	http://www.risefoundation.eu/	https://twitter.com/rise_fnd	Annabelle Williams
PENSOFT	://pensoft.net/	https://twitter.com/Pensoft	Anna Sapundzhieva
		https://www.facebook.com/Pensoft/	

Case Study partners will ensure media coverage for the activities within their Case Study. For that purpose, an initial mapping of relevant local, regional and national media was conducted by BESTMAP partners and listed in Table 4.

Table 4. Local, regional and national media coverage

Country	Media	Description
UK	https://environment.leeds.ac.uk/downloads/download/55/briefing_notes	Faculty of environment blog
	https://theconversation.com/uk	Online magazine of the international research community
	https://www.bbc.co.uk/programmes/p02fqk6w	Farming programme on local radio
	https://www.fwi.co.uk/	Online magazine for the UK farming community
	https://yas.co.uk/	Local agricultural society website
DE	https://www.lvz.de/	Local newspaper
	https://www.dnn.de/	Local newspaper
	https://www.slb-dresden.de/	Saxon farmer association (distributes newsletters)
	https://www.zurnal.upol.cz/	University magazine
	https://vedavyzkum.cz/	Independent science and

CZ		research portal
	https://www.idnes.cz/	National newspaper
ES	https://ruralcat.gencat.cat/	Newsletter
	http://www.agrifor.org/	Newsletter: Official College of Agricultural and Forestry technical engineers of Catalonia
	www.creaf.cat	Newsletter/Blog
RS	https://www.youtube.com/channel/UCwzgp_IsCyufHVPJcujw2iw	YT channel dedicated to the news in agriculture
	https://novosadska.tv/	local TV channel with news and specialized agriculture shows
	https://www.agromedia.rs/	agricultural portal
	https://agrosmart.net/	agricultural portal
	radio novi sad	regional radio station

6. Participation in conferences, scientific and business events

During the project lifespan, BESTMAP scientists will present the project at scientific conferences related to agriculture, land system science, ecosystem services, socio-ecological systems and application-oriented modelling.

During the project, BESTMAP is aiming at presenting the project at GEO BON open science conference, European Geosciences Union General Assembly, Annual GTAP conference, Conference of the European Association of Environmental & Resource Economics.

GEO BON Open Science Conference gathers together all members and interested parties who will present progress, achievements, and frontiers towards supporting global biodiversity monitoring and conservation. GEO BON Open Science Conference 2020 is scheduled for 06-10 July 2020 in Germany Leipzig. The event may be held virtually if the situation with COVID-19 requires extended measures for crisis mitigation. The decision will be made based on the public health recommendations.

The European Geosciences Union (EGU) is the leading organisation for Earth, planetary and space science research that fosters fundamental geoscience research, alongside applied research that addresses key societal and environmental challenges. The annual EGU General Assembly is Europe's largest and most prominent geosciences event. The programme covering all disciplines in the Earth, planetary and space sciences, attracts more than 16,000 scientists, more than half of which are early careers, from all over the world.

During the third and fourth year of the project, the aim is to present BESTMAP at Global Land Programme (GLP), IFSA European Farming Systems Symposium (2022), Ecosystem Service Partnership conference (ESP), Natural Capital Project annual conference. Programme on Environment and Society, PECS, International Congress on Environmental Modelling and Software, International Conference of Agricultural Economists, World Congress of Resource Economists (2022)

Global Land Programme (GLP) Open Science Meeting is a conference that represents a unique opportunity to build and enhance scientific capacity and enable transformations to a sustainable future by identifying core questions, synthesizing research, and setting future agendas. GLP Open Science Meeting enables connections between researchers and stakeholders from civil society, government, and the private sector, and bridges science and decision-making for sustainable management and governance of land use worldwide.

Ecosystem Service Partnership conference is an annually held event aiming to facilitate discussion and cooperation amongst those working in the field of ecosystem services. The ESP conference is organised as a World Conference bi-annually, with Regional conferences in the in between years.

MUND and CE will promote BESTMAP activities and findings at business events such as:

Intergeo, the world's leading expo and conference platform for geoinformation, geodata and future-oriented applications.

The Sustainability Summit brings together industry leaders, policymakers, entrepreneurs and researchers from around the world to discuss the sustainability issues and how to decrease the consequences of global climate change.

Industry Space Days (ISD), event organised by ESA to bring together the main European players in the space sector. Their main purpose of the event is to increase the involvement of SMEs in space activities and to foster cross-fertilisation between the different actors in the entire space sector.

7. Action plan

Promotional materials	whenever necessary an updated or translated version of the promotional materials will be created
Press releases	roughly 1 press release per year (this number is a subject to change in accordance with the necessities of the

	project)
Website media center	updated regularly to include new information and multimedia materials as they come 20 000 pageviews every 6 months
Electronic newsletter	2 issues per year
Social networks activity	minimum 2 posts per week around 100 new Twitter followers every 6 months average of over 500 impressions per Tweet average of 20 people reached per post on Facebook minimum 20% click-through rate on LinkedIn
News and Events on the website	minimum 1 per month (depending on project outputs)
Attendance of conferences	At least 4 national and at least 1 international conference during the project lifespan
Publications in relevant media	minimum 2 per year

8. Reporting

8.1. Reporting to EU commission

Reporting is important to keep track of the progress of the communication and dissemination activities within the BESTMAP project. WP6 will produce two periodic technical reports that will be delivered at the end of each reporting period (M18, M36) and final report that will be delivered at the end of the third reporting period (M48). The content of the reports will explain the development of communication and dissemination activities, actions done and objectives achieved within the scope of the reporting period.

To be able to track all partners' communication and dissemination activities in a timely manner, the Dissemination and Communication Reporting table was created at the early stage of the project. The template aims to standardize and facilitate the dissemination reporting among all consortium members and it is updated on a regular basis

8.2. Reporting to project partners

During the bi-monthly meetings, all project partners will be regularly updated about the communication and dissemination activities and progress. In addition, all consortium members will receive an internal newsletter that summarize the communication and dissemination efforts done during the previous period.

9. References

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<https://www.equ.eu/>