

# D1.7: DRAFT COMMUNICATION AND DISSEMINATION ACTIVITIES

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Es konnten keine Einträge für ein Abbildungsverzeichnis gefunden werden.

# Executive summary

Changes with respect to the DoA

No changes

## Dissemination and uptake

This deliverable provides an overview of communication and dissemination activities and achievements covering only the first year in SUPREMA while the planning of communication and dissemination for the whole project period is to be found in Milestone MS4.

## Short Summary of results

This Deliverable 1.7 describes the implementation, the dissemination and communication activities in SUPREMA covering the first year only. Separately, a strategy has been developed for the whole duration of the project to achieve the objectives on communication and dissemination; to communicate the project concepts and its outputs; to promote engagement between partners and the different platforms; to involve policy makers and to ensure that the most relevant channels and effective forms of communication are used.

## Evidence of accomplishment

Deliverable 1.1, Deliverable 1.2, Milestone MS2, Milestone MS4

## Glossary / Acronyms

DOA	DESCRIPTION OF THE ACTION
IIASA	INTERNATIONAL INSTITUTE FOR APPLIED SYSTEMS ANALYSIS
JRC	JOINT RESEARCH CENTRE
MS	MILESTONE
NGO	NON-GOVERNMENTAL ORGANIZATION
SLU	SWEDISH UNIVERSITY OF AGRICULTURAL SCIENCES
SUPREMA	SUPPORT FOR POLICY RELEVANT MODELLING OF AGRICULTURE
THUENEN	JOHANN HEINRICH VON THÜNEN INSTITUTE
UPM	UNIVERSIDAD POLITÉCNICA DE MADRID
WP	WORK PACKAGE
WR	WAGENINGEN RESEARCH

# 1 Introduction

SUPREMA comes to address the challenges of more and more interrelated agricultural and food modelling with a meta-platform that supports modelling groups linked already through other platforms and networks. SUPREMA contributes closing gaps between expectations of policy makers and the actual capacity of models to deliver relevant policy analysis. The SUPREMA model family includes a set of 'core models' that are already used in support of key European impact assessments in agricultural, trade, climate and bioenergy policies. A strategy plan has been developed to achieve the objectives on communication and dissemination; to communicate the project concepts and its outputs; to promote engagement between partners and different existing model platforms; to involve policy makers and to ensure that the most relevant channels and effective forms of communication are used. That plan has been described in Milestone MS4 "Communication and Dissemination Plan" which is not public. The following Deliverable 1.7 describes communication and dissemination activities pursued within SUPREMA only in the first year. Also some decisions taken at the Project Meeting in November 2018 are presented here as they shape the "Communication and Dissemination Plan" under MS4 further.

The Deliverable D1.7 is structured in the following way: After Chapter 1 with the introduction Chapter 2 covers communication and visibility issues with respect to internal communication issues are shortly mentioned. Then in Chapter 3 describes dissemination activities of the first project year. As SUPREMA has not yet provided simulation outcomes and own impact analysis in the first period, dissemination activities have been limited so far.

## 2 Communication and Visibility

SUPREMA is a Coordination and Support Action aiming to strengthen the European agri-food sector and its international interaction by better understanding future challenges for agriculture and by improving impact analysis of policies by developing of a European meta-platform to support modelling in agriculture. It intends to interact strongly with other (model) platforms drawing on insights from them and procuring viable knowledge for them. Communication with different stakeholder groups like farmers, agents in the value chain, consumers, society, administration, policy makers, and academics is required to match model development activities and the formulation and definition of needs to support the practical work of policy impact assessment. The communication process will be supported by different tools. Communication is also one of the most important activities to enhance the process to strengthen the linkages between different models and modellers to provide the required outcome in collaboration.

### 2.1 External communication

Apart from internal communication SUPREMA also foresees intensive external communication and publications activities in addition to the website. The external communication is built on at least three activities, the SUPREMA website, organisation of and participation of workshops and publications in terms of reports and conference presentations respectively conference papers.

A number of items have been implemented or are under preparation according to the foreseen timetable:

- SUPREMA website covering the project with information about the project itself, the partnership, about the output and contact and legal information (detailed information about the website can be found in D4.2: Project Website). The website was enhanced in July 2018,

uploads were done in unregularly intervals depending on the availability of e.g. reports, papers and presentations;

- Interactive Stakeholder Workshops “Needs” took place on March 1<sup>st</sup>, 2018 in Brussels, Belgium. Details on the Workshop “Needs” can be found in the Deliverable D1.2: Minutes of the Workshop and other relevant documents. It acted as a hub for external communication with a considerable number of external participants, both with the society but also with the scientific community. Outcomes of the Workshop “Needs” are available in the Deliverable D1.1: The needs – scope to address new challenges in modelling, both Deliverable are distributed via the SUPREMA Website (May 2018).

The following decisions were taken at the Project Meeting in November 2018:

- The second Stakeholder Workshop “Narratives” will take place on March 5<sup>th</sup>, in 2019 in Brussels at the same venue as the first Workshop;
- With respect of SUPREMA’s appearance in social media it was decided to concentrate on LinkedIn due to positive experiences in other projects;
- Contact person were named who will be responsible to contact other modelling platforms and to bring the SUPREMA project to their conscience.
- It was decided that three SUPREMA training sessions will be organised in 2019 with the target audience of research (also covering project participants), policy and business, post-graduate students putting foci on different models.

## 2.2 Tools

### 2.2.1 Website

The public website <https://www.suprema-project.eu/> plays a central role in the communication and dissemination plan. It is used for general information about the project, announcing publicly news, job offers, events (meetings, workshops, courses), selected web material (including online courses and video presentations), scientific and general information related to the topics of SUPREMA, as well as intermediate results like SUPREMA Deliverables, presentations and output from the scientific work of SUPREMA. Detailed information about the website can be found in D4.2: Project Website and on the SUPREMA Website itself.

### 2.2.2 Cloud

The SUPREMA website is complemented by the SUPREMA cloud for internal communication only. It is hidden from public and accessible only to SUPREMA members by a user name and a password. Its main objective is to provide a platform to exchange different types of material like data, draft model parts, and templates between the SUPREMA partners.

### 2.2.3 Workshops

Our three workshops act as hub for external exchange with stakeholders, researchers and the public by inviting considerable number of external participants. Each workshop has a defined objective as described in the Grant Agreement. Workshops are one of the elements of SUPREMA to achieve a ‘platform of platforms’ approach so that the impact is beyond the model and the researchers involved.

### 2.2.4 Social media

Social media have gained a significant role for the general public and is also used increasingly often by researchers. SUPREMA plans use at least one social media channel (probably LinkedIn where positive experiences were gained within another EU project) to announce news about the project, important results, job offers, and upcoming events. Social media presence requires constant feeding with information all participants are requested to provide news as input for these channels.

### 3 Dissemination

SUPREMA aims to interact strongly with the outside world consisting of other modellers, (model) platforms, and scientists on one hand and on the other of the stakeholders, politicians, administration and the wider public. Under the dissemination activities the SUPREMA group intends to distribute its approaches, findings and output but also wants to capture feedback from the public and to procure viable knowledge thereof. Therefore SUPREMA applies dissemination measures to ensure that actors and stakeholders in the agri-food value chain (e.g. farmers, industries, NGOs and society, policy makers and public officials, scientific community) are provided with improved knowledge, tools and understanding of tools and interactions.

SUPREMA reaches-out beyond improvements within the platform by a) interacting with other platforms and b) by developing a Strategic Paper spelling-out additional required improvements to fully meet emphasised challenges and needs. To gain additional inputs, to underpin possibilities of selected narratives for impact analysis, to present, to validate and to discuss outcomes to internal and to a broad public audience of different levels a number of strategies and tools are applied. At the current stage of the project available output is still manageable so that the realisation of dissemination is quite limited and mostly in the stage of planning.

Some steps with respect to dissemination have already been conducted:

- Realisation of Stakeholder Workshop “Needs” (March 1<sup>st</sup>, 2018) which did not only capture ideas and views of the stakeholders and administration but also provided insights into the SUPREMA project and provision of Deliverable D1.1: The needs – scope to address new challenges in modelling;
- SUPREMA website is currently covering general information about the project SUPREMA itself, the partnership, about the output and contact and legal information (detailed information about the website can be found in D4.2: Project Website). The website is updated in irregular intervals depending on the availability of new information of e.g. papers and presentations. Public available deliverables are provided by the website.
- To enable an easy link for academics and other interested audience the SUPREMA project is presented on ResearchGate (<https://www.researchgate.net/project/SUPREMA>). This website allows to inform colleagues and other academics with limited efforts about new developments, updates, outcomes, new papers, Workshops etc. which can also be linked to the SUPREMA website. Currently, we are working on linking participants of the Workshop “Needs” also to this website.
- Currently a draft flyer about the SUPREMA project is prepared to be available in February 2019.

## 4 Conclusion

Following the first workshop 'Needs' (1 March 2018) and the upcoming workshop 'Narratives' (5 March 2019), we will target for the three training sessions (all scheduled for 2019) which are supported by documentation of necessary model improvements. These WP1 activities are targeted at research, policy and business. The SUPREMA Roadmap (D1.10) will be linked to a scientific paper exploring future directions for agricultural modelling in the EU.