MIND STEP

MODELLING INDIVIDUAL DECISIONS TO SUPPORT THE EUROPEAN POLICIES RELATED TO AGRICULTURE

Deliverable Report D8.3
Interim report on Communication, dissemination and impact of project activities

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EXECUTIVE SUMMARY

This deliverable gives an overview of the communication and dissemination (COMDISS) activities of the MIND STEP consortium in the first 18 months of the project duration.

Communication-dissemination activities are under continuous monitoring of the WP8 Dissemination work package leader GEO.

The objectives of project communication and project result dissemination activities are:

- to maximise the visibility of the project to the intended target groups including policy stakeholders, administrations, and scientific community;

- to facilitate outreach and engagement of key actors through the MIND STEP Platform;

- to disseminate project outcomes to stakeholders, key actors and end-users;

- to maximise exploitation of project results and coordinate preparations for post-project exploitation.

Communication and dissemination activities are carefully planned, continuously implemented and regularly monitored during the whole duration of the project. All project partners are involved in dissemination and exploitation, in order to foster awareness and transfer results for impact, especially in their own countries and also across the European Union.

Communication and dissemination activities are carried out according to the Communication, Dissemination and Impact Strategy and Plan (Deliverable D8.1, Balazs et al., 2019) which analyses the dissemination target groups and matches them with the most appropriate channels, key messages for communication, and external partners with whom to cooperate on co-dissemination whenever relevant. It is annually updated with contributions from all partners.

One representative of each consortium partner team was assigned as Communication-Dissemination-Exploitation Officer (COMDISS Officers) after the project kick-off meeting.

COMDISS Officers continuously keep records of partner's Communication and dissemination activities in a template developed for this purpose in an online common database. This database is archived by the Task Leader in every project quarter to the file repository system of the project WUR Sharepoint. With regular intervals GEO, leader of Task 8.4 Joint dissemination activities, summarizes and analyses partner's communication and dissemination efforts by communication channels and modes of dissemination which is then presented at meetings of the Executive Board, and at project meetings. Furthermore, quarterly online meetings of COMDISS Officers are organised and serve the purpose of continuous planning, supervision and improvement of communication and dissemination activities.

A multi-platform outreach approach to dissemination brings MIND STEP results to the marketplace, highlighting why and how outcomes will benefit target audiences. All non-confidential products generated will be made freely and openly available through multiple channels upon approval by the European Commission. An essential activity is the design and running of a Europe-wide dissemination campaign with the aims of:

- creating stakeholder awareness of the project as a whole;

- disseminating results;

- creating the basis for a significant legacy of project outcomes;

- disseminating success stories of achievements of MIND STEP, and to promote adoption of the approaches to sharing knowledge, add value, lever resources and promote project innovations amongst end-user and stakeholder communities.

This document analyses the COMDISS activities of the consortium carried out in the first 22 months of the project. It sets out the impact assessment of

i) communication activities / channels including the project website, social media channels, newsletters, communication through European Commission and other channels;

ii) dissemination materials and publications;

iii) external peer-to-peer exchanges;

iv) Key Performance Indicators related to communication and dissemination activities.

1. IMPACT ASSESSMENT OF COMMUNICATION ACTIVITIES

1.1. Communication and Dissemination Channels

A set of specific communication-dissemination channels were set up at the beginning of the project based on the principles of:

- adaptability (to address the project's research themes and stakeholder communities),
- flexibility (a responsive framework to changing needs and challenges),
- tailored messages in appropriate language,
- exploitation of synergies (cross-fertilisation with existing communication and dissemination activities).

These principles are to ensure that the project can fully exploit its strengths and opportunities, while limiting and managing its weaknesses and threats.

1.1.1. Project website

The communication-dissemination of the project is organised using several different channels. One of the main communication-dissemination channels is the project website: https://mind-step.eu/.

Project website concept and guide document compiled by GEO was circulated among WP leaders for discussion in mid-October 2019, based on which the project website became operational as of 2 November 2019.

The launch of the project website, its functions are described in detail in the Milestone document MS 14 Project website – concept and guidance tabled to the consortium in October 2019 and were discussed at the kick-off meeting.

The MIND STEP project website is a key tool for communicating information about project activities, news and events, as well as conveying results to a wide range of target groups from modelling professionals to policy makers. The website was created in line with the visual identity and is continuously maintained by GEO with contributions from all partners.

An image of the website homepage (Welcome page) is shown in Figure 1.

The website contains a section on 'News and events' (Figure 2), where the most relevant news about the project and important issues are published. The website also contains:

- information about the MIND STEP project and its work packages,
- project partners (Figure 3),
- Project Advisory Board (PAB),
- the MIND STEP Platform,
- project resources (publications, newsletters, videos, deliverables, etc.),
- other useful links,
- contact information,
- reference on the start page to the Agrimodels Cluster which MIND STEP is part of, and
- references to further communication channels of the project, including:
    - the LinkedIn site of the project
    - the Twitter site of the project
    - the Youtube Channel of the project
    - the Researchgate Community page of the project
    - the Zenodo Community page of the project
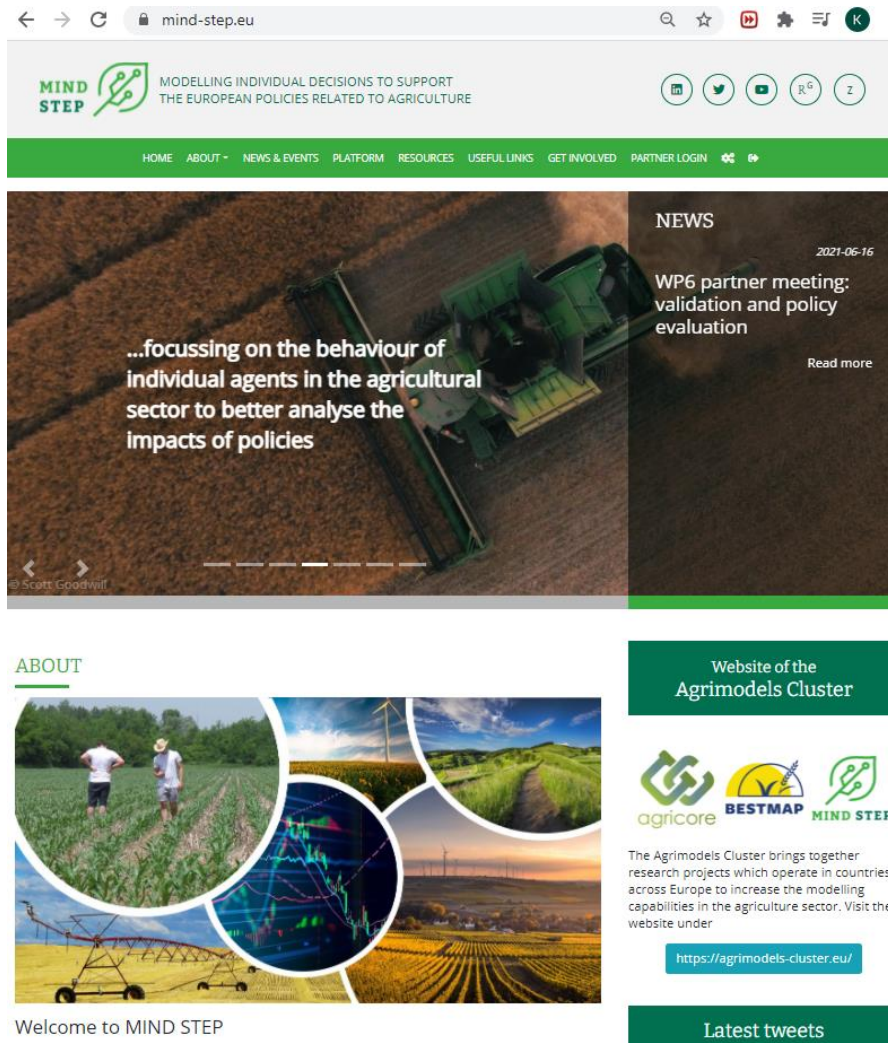
Figure 1. Welcome page of the MIND STEP website: https://mind-step.eu/

Figure 2. The News and Events section of the project website
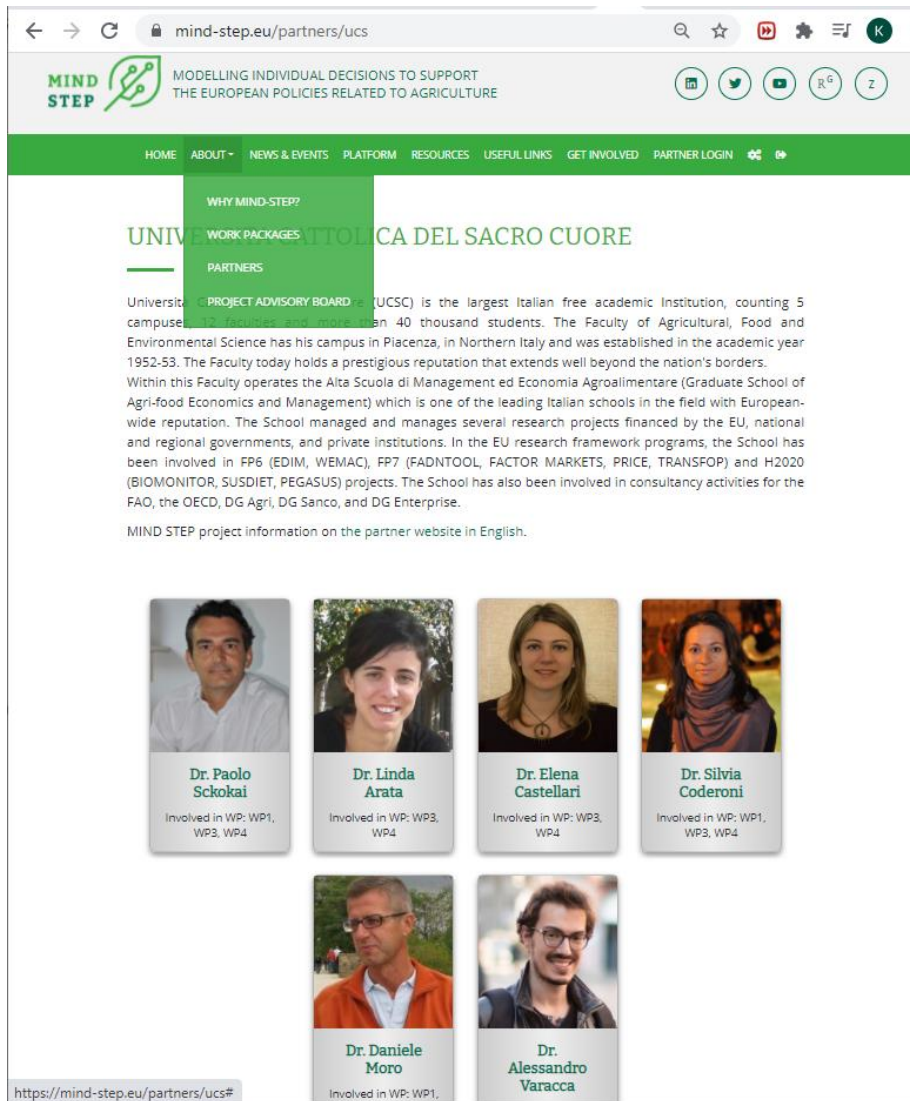
Figure 3. Structure of the About menu and an example of a partner page

Access to the project website is monitored and reported upon using the Google Analytics toolbox. The number of website hits, which is Project Key Performance Indicator 1, was 4,417 sessions for the period from November 2019 to the end of June 2021. This compares with the initial target over the project lifetime of "more than 5000 visits". A summary of information about access to the www site follows.

Number of users

The number of users of the website grew each month since the website went live in November 2019. In the first 22 months there were 3,058 users. The biggest number of users was in March 2021, after MIND STEP was presented at the ENRD Evaluation Helpdesk's Good Practice Workshop, and in April 2021 which coincided with the second workshop with the Core Stakeholder Group (see news item here). An illustration of the number of new users accessing the website through the first 22 months is shown in Figure 4.
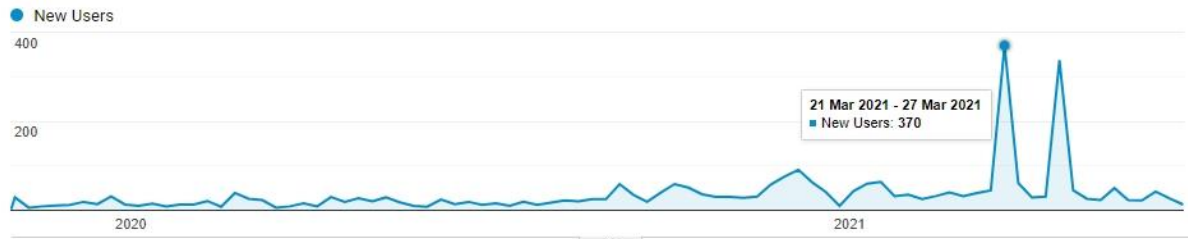
Figure 4. Graphic of growth of MIND STEP website new users in a breakdown by weeks
(1 November 2019 to 23 June 2021) (Source: Google Analytics).

Of the users of the website, 87.3% are new visitors, as illustrated in Figure 5.

Figure 5. Number of users of the MIND STEP website, new and returning
(1st November 2019 to 23rd June 2021) (Source: Google Analytics).

Sessions

There was a total number of 4,417 sessions occurred in the 22 months between November 2019 to June 2021. On average, a user visited the website almost one and a half times (1.44), a session lasted on average for 3 minutes and 28 seconds, and 2.44 pages on average were viewed per session (Figure 6).

Figure 6. Website statistics (1 November 2019 to 23 June 2021) (Source: Google Analytics).

Page views

The total number of pages viewed was 10,792 (including repeated views of a single page), with a peak on 24 March with 744 page views (Figure 7).

Figure 7. Graphic of MIND STEP page views in a breakdown by days
(1 November 2019 to 23 June 2021).

1.1.2. MIND STEP Platform

MIND STEP seeks to promote group learning processes and co-creation of knowledge with the Core Stakeholder Group both through physical interactions such as workshops and focus group as well as through virtual networking in the MIND STEP Platform.

The MIND STEP Platform provides a space for networking and knowledge exchange amongst the members of the Core Stakeholder Group on topics in relation to the project. It also serves as a tool for informing the members of the Core Stakeholder Group about the project processes and developments and actual questions and challenges, providing a forum for replies, opinions and recommendations.

Figure 8. Front cover of D8.2

The concept of the MIND STEP Platform and a user guide for consortium members were tabled in April 2020 in Deliverable D8.2 (Figure 8)

The purpose of the MIND STEP Platform is

- to support communications, knowledge exchange and networking within and amongst members of the Core Stakeholder Group and the research teams during the project,
- to serve as an additional on-line facility not to substitute but to complement - over space and time - the ongoing face-to-face and online discussions at stakeholder workshops.

The MIND STEP Platform is implemented integrated into the project website https://mind-step.eu/platform (Figure 9).
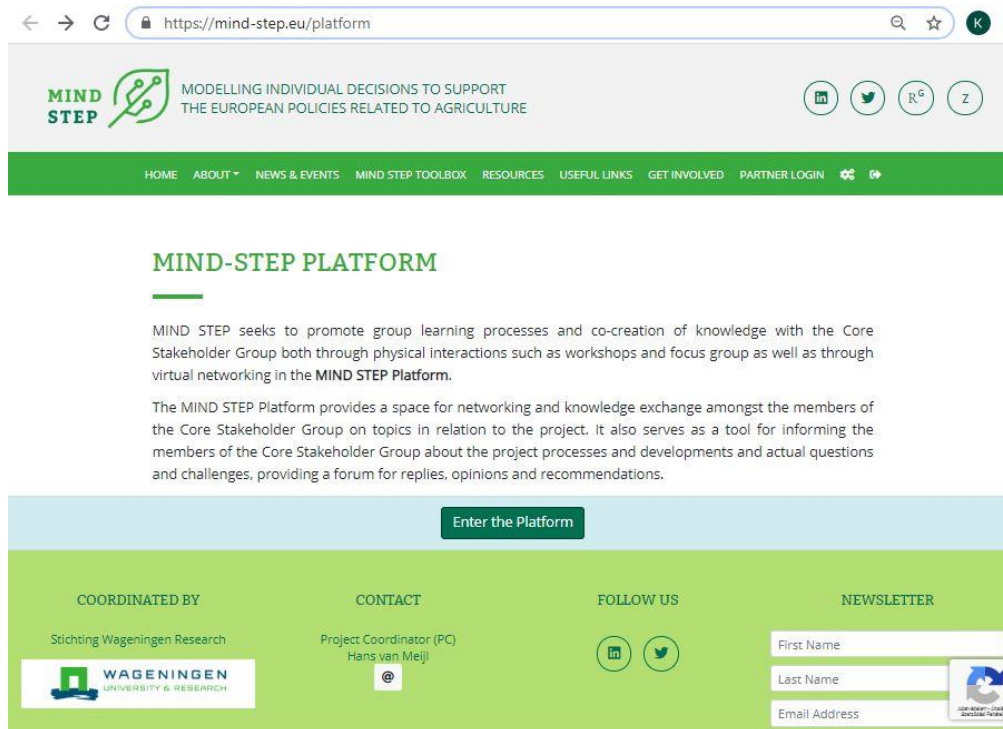
Figure 9. The MIND STEP Platform start page

The MIND STEP Platform is a discussion forum board organized into various Discussion Forums.

A Discussion Forum can cover a major topic related to the project within which any particular practical issues can be further discussed beyond the face-to-face discussions. Each discussion forum has an associated discussion Forum Manager, a member of the project consortium who is in charge of driving and moderating the discussions of the respective forum.

The number and topic of the discussion forums, along with the nominated forum moderator are decided upon and approved by the WP Leaders' Board at their quarterly online meetings based on any emerging needs from the project consortium over the project duration.

On commission from the WP Leaders' Board a discussion forum is technically set up by GEO and the discussion manager is associated.

Accessing the MIND STEP PLATFORM during the lifetime of the project is possible based on invitation only with specific login credentials for external stakeholders.

Stakeholders and experts who contribute to the MIND STEP PLATFORM are selected by the project consortium and supplied with login credentials in an invitation email sent out by GEO upon approval from the project WP Leaders' Board.

Consortium partners receive login credentials in an invitation email automatically.

1.1.3. Communication on partner websites

Partners use their own organisation websites as communication channels. All partners that have separate websites have uploaded basic information about the MIND STEP project in English or in the relevant national language (Table 1).

Table 1. MIND STEP project information on partner websites

P'ner Nr	Short name	Link to MIND STEP project information on partner websites
1	WR	https://www.wur.nl/en/Research-Results/Research-Institutes/Economic-Research/show-wecr/Modelling-individual-decisions-to-support-the-European-policies-related-to-agriculture-.htm
2	UBO	http://www.ilr.uni-bonn.de/em/rsrch/mindstep/mindstep_e.htm
3	IIASA	https://iiasa.ac.at/web/home/research/researchPrograms/EcosystemsServicesandManagement/mindstep/MIND_STEP.html
4	IAMO	https://www.iamo.de/en/research/projects/details/mind-step/
5	THÜNEN	https://www.thuenen.de/en/bw/projects/mind-step-modelling-individual-decisions-to-support-the-european-policies-related-to-agriculture/
6	UCSC	https://dipartimenti.unicatt.it/economia-agroalimentare-progetti-di-ricerca-mind-step
7	WU	https://www.wur.nl/en/Research-Results/Research-Institutes/Economic-Research/show-wecr/Modelling-individual-decisions-to-support-the-European-policies-related-to-agriculture-.htm
8	INRAE	https://www6.rennes.inrae.fr/smart_eng/Research-projects https://www6.rennes.inrae.fr/smart_eng/News/2019_projects_MindStep_kickoff https://www6.rennes.inrae.fr/smart_eng/News/2019_projects_MINDSTEP_Koutchade
9	RURALIS	https://ruralis.no/en/projects/mind-step-utvikling-av-beslutningsverktoy-for-er-mer-klimavennlig-landbrukspolitikk/ https://ruralis.no/2020/11/10/utvikler-modeller-for-mer-klimavennlig-landbrukspolitikk/
10	JRC	-
11	GEO	https://geonardo.com/projects/mind-step

Partners also use their webpages news sections to announce the news about the project (Figure 10).

Figure 10. Examples of project news communication through partners' websites

1.1.4. Social media channels

Communication and dissemination activities are actively carried out through project social media channels. A Linkedin company page is used to reach the professional audience, and Twitter is aimed at reaching both professionals and the general public. Figure 11 shows the home page of the MIND STEP Twitter account. Partners use personal and/or organisation accounts (Linkedin, Twitter) to carry out communication and dissemination activities.

Posts in the MIND STEP social media channels revolve around agricultural policies, sustainable farming, studies on agriculture, sustainable food, agroecology, and related topics, as well as news from the fellow projects in the Agrimodels Cluster: AGRICORE and BESTMAP. The social media channels are also used to promote conferences, workshops and events which were organised by the partners to the MIND STEP project, or in which we took part to raise awareness about the progress in the project.

A template has been provided for news items and social media posts. All partners can contribute by providing news items for social media channels. Responsibility for social media channels lies with the MIND STEP Executive Board, and is executed by the leader of Work Package 8, GEO.

Figure 11. Page of the MIND STEP Twitter account. https://twitter.com/MindstepP

1.1.4.1. Twitter analytics

Access to the project social media channels is monitored and reported upon using the tools provided by each channel.

As of 23 June 2021, the number of Followers on Twitter was 361. This compares with the initial target over the project lifetime of 800. MIND STEP follows 428 other Twitter accounts, including those of other relevant EU projects (e.g. AGRICORE, AGROMIX, BESTMAP, CONSOLE, DIONE, MEF4CAP, niva4cap, FUSILLI).

The MIND STEP Twitter account is followed by European Union accounts (e.g. EU CORDIS, EU JRC ScienceHub, EU Climate Action, EU Environment, DG Regio EUinmyRegion, EU Food Health, ENRD Evaluation Helpdesk, EIP-AGRI Service Point,), H2020 projects (e.g. AfriCultuRes, AGRICORE, AgroFossilFree, AGROMIX, ATLAS, BEACON, BEST4SOIL, BESTMAP, B-FERST, BIOEASTsUP, CANDELA, ClearFarm, CONSOLE, Contracts2.0, DEMETER, DESIRA, DIONE, Disarm, DYNAVERSITY, Ecobreed, EFFECT, EUPiG, EURAKNOS, EUREKA, EXCALIBUR, EdiCitNet, FAIRshare, FoodE, FUSILLI, GLOPACK, GO-GRASS, i2connect, InnoForESt, INNOSETA, IoT4Potato, LandSupport, LEAP4FNSSA, LIAISON2020, LIFT, LIVERUR, NEANIAS, NeoSuccess, niva4cap, OPTAIN, OPTIMA, PANACEA, PIXEL-ports, PoliRural, POWER4BIO, Ruralization, SHERPA, SIMRA, SmartAgriHubs, SMARTCHAIN, SoilDiverAgro, SUPER-G, SURE-Farm, Stargate, Swinostics, UNISECO, VIVALDI), JPIs (e.g. FACCE-JPI), ERA-Nets (e.g. iFAROS), Erasmus+ projects (e.g. AGFOSY, FARMINFIN), Interreg projects (e.g. InterregPROGRESS), LIFE projects (e.g. LIFE GAIA Sense). Key stakeholders from Europe and further afield also follow the project (e.g. ARC2020, AgroecologyEurope, European Association of Agricultural Economists, CABI News, Save Bees and Farmers ECI, Farm Europe).

The number of impressions on social networks is Project Key Performance Indicator nr. 02 with a target for the project lifetime of more than 5,000 impressions on social media.

Table 2 contains values for metrics relating to the MIND STEP Twitter account.

Table 2. Analysis of metrics of tweet activity.

Metrics	Number	Explanation
Total number of original tweets	107	Number of Tweets from the MIND STEP Twitter account
Impressions	74,683	Number of times MIND STEP Tweets on were viewed on Twitter
Engagements	1,638	Number of times there were interactions with MIND STEP Tweets
Likes	260	Number of times people liked a MIND STEP tweet
URL clicks	410	Number of clicks on a URL or card in MIND STEP tweets
Media views	307	Number of view of media provided through MIND STEP tweets
Retweets	140	Number of times MIND STEP tweets were retweeted
Detail expands	286	Number of times the details of MIND STEP tweets were viewed in full
Hashtag clicks	17	Number of times hashtags in MIND STEP tweets were clicked

Top tweets

During the first 22 months of the project 189 posts were tweeted. The top project tweet was posted in October 2019. It was about the project kick-off meeting and got 3,638 impressions (Figure 12).

Figure 12. Image of the top tweet from the MIND STEP Twitter account

Top followers

The account with the highest follower count that follows the MIND STEP project is EUinmyRegion (EC DG REGIO), which has 84.4K followers (as of June 2021). Top followers in the first and second year of the project are described in Figure 13.
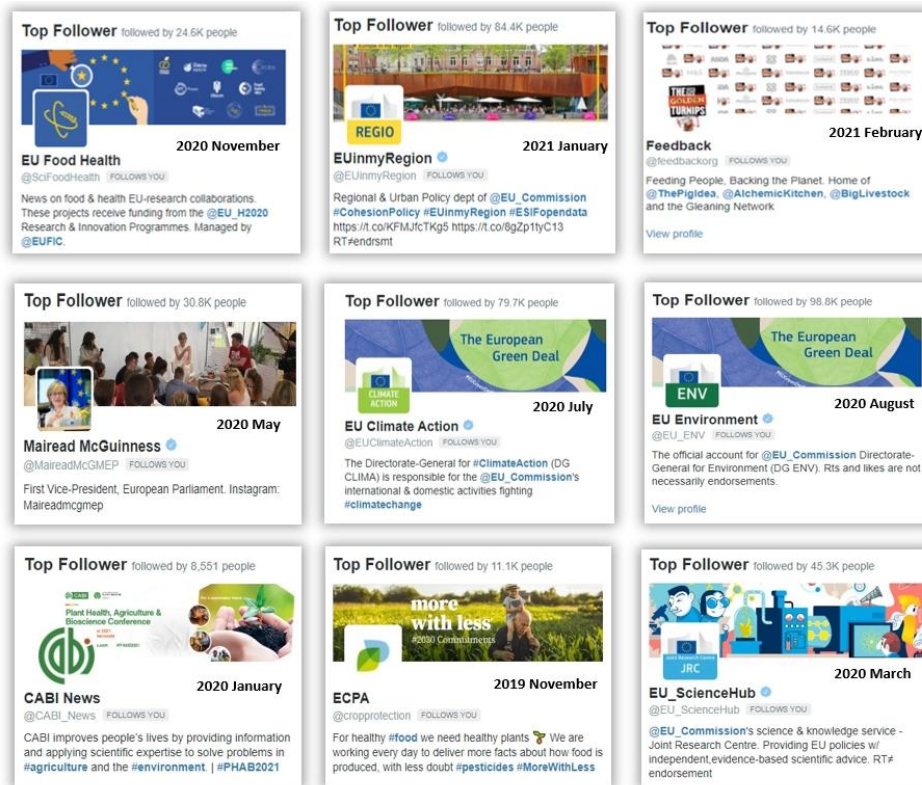
Figure 13. Top followers in the first and second year of the project

1.1.4.2. Linkedin analytics

The project company page is shown in Figure 14. The Linkedin page of the project was re-established in the form of a company page in June 2020 due to the changes of rules by the service provider the previous individual project account was blocked by the service provider. Analytics data are therefore only available from after this date. Linkedin enables viewing metrics data for no longer than 12 months, therefore data is displayed for the project years. As of 23 June 2021, there were 61 followers of the MIND STEP project company account in LinkedIn.

Figure 14. Project Linkedin company page at https://www.linkedin.com/company/mind-step-project/

Figure 15 shows the distribution of page views and Figure 16 the number of impressions generated on the LinkedIn page.
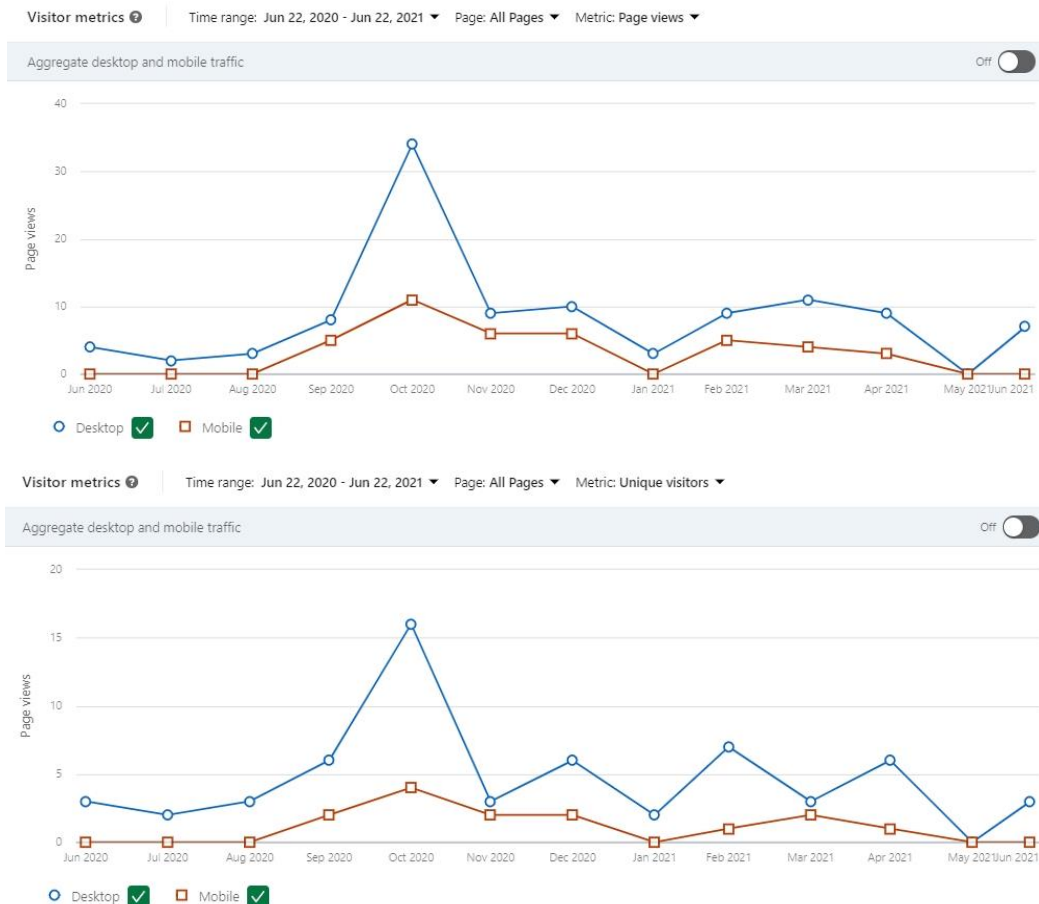
Figure 15. Total number of page views and unique visitors over time
(22 June 2020 to 25 June 2021).
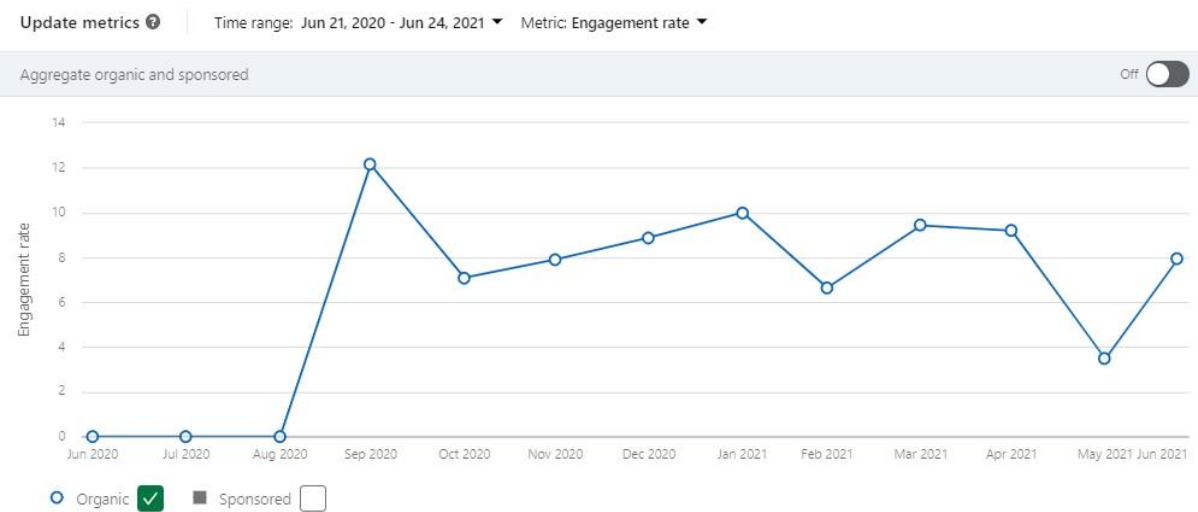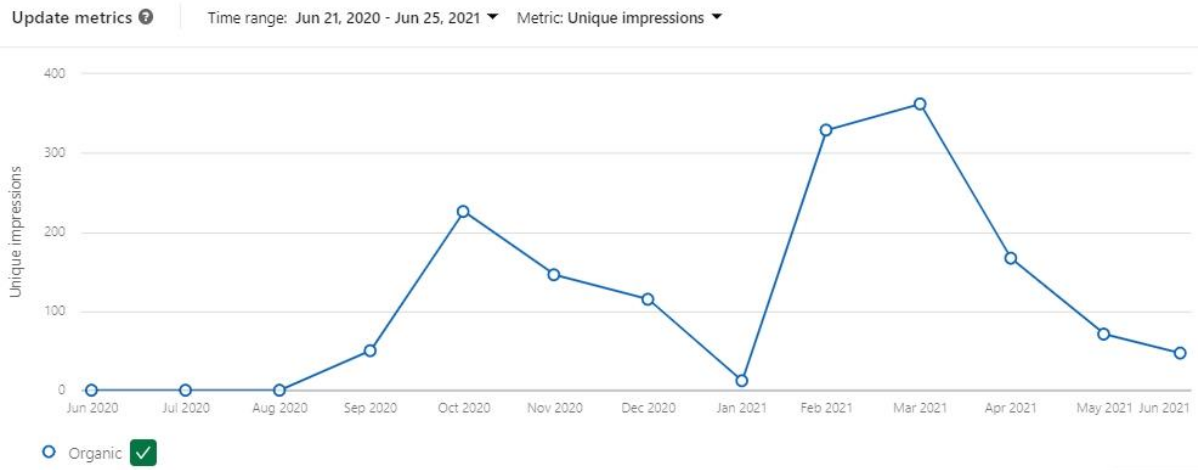
*Figure 16. Project Linkedin page impressions and engagement rates
between 21 June 2020 to 25 June 2021*

Figure 17 shows the number of new followers between 21 June 2020 to 25 June 2021.
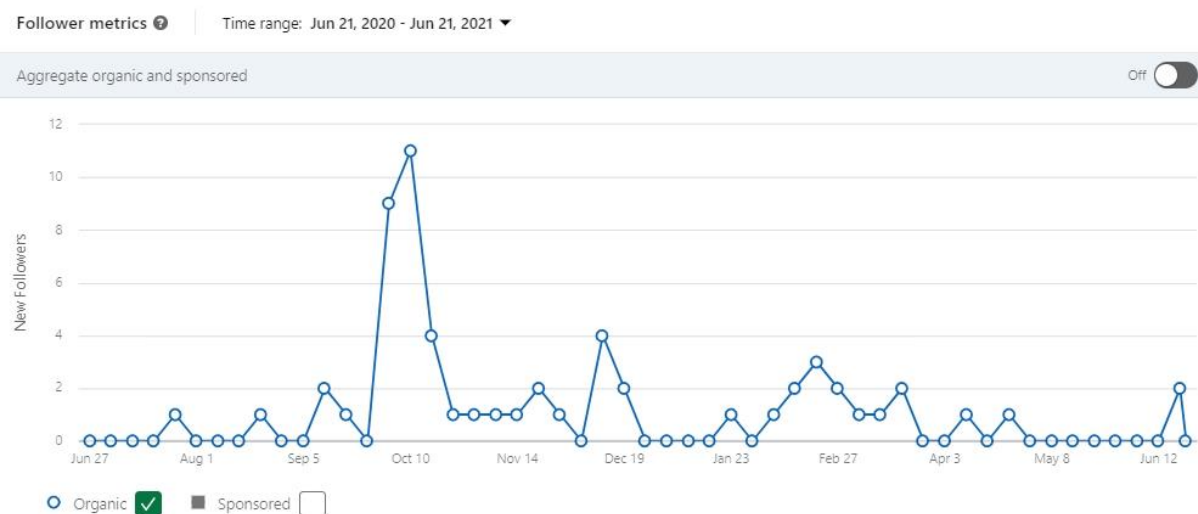
Figure 17. Number of new Linkedin followers between 21 June 2020 to 25 June 2021

The top 3 posts about the progress of the project on the MIND STEP Linkedin page obtained 138, 111 and 87 impressions respectively (Figure 18).

Figure 18. Images from the 3 most popular posts about the progress of the project on the MIND STEP Linkedin page

1.1.5. Communication on partner social media channels

Project partners use their own organisation social media channels (Facebook, Twitter, Linkedin) as communication channels. Partners also use their social media to announce the news about the project (Figure 19), for example release of the newsletters and to highlight their national cases and other relevant stories.

TOP MENTIONS

Tweet that mentioned our @MINDSTEPP handle and received the highest number of impressions
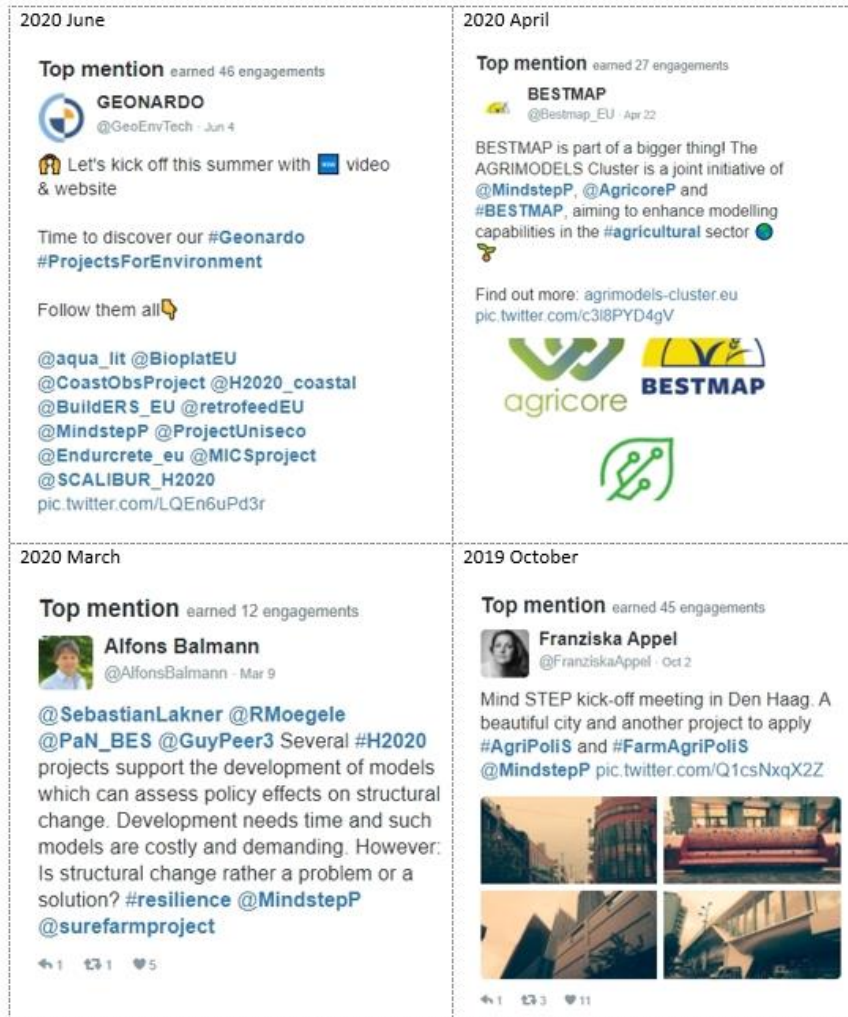
Figure 19. Top mentions on Twitter by project partners and fellow project BESTMAP

1.1.6. On-line repositories

1.1.6.1. Researchgate project page

A MIND STEP project page was opened on ResearchGate (RG) (Figure 20). This professional network for scientists and researchers is used by 15 million members from all over the world to share, discover, and discuss research. The network's mission is to connect the world of science and make research open to all. Regular updates with newsletters have been added to the MIND STEP Researchgate page.
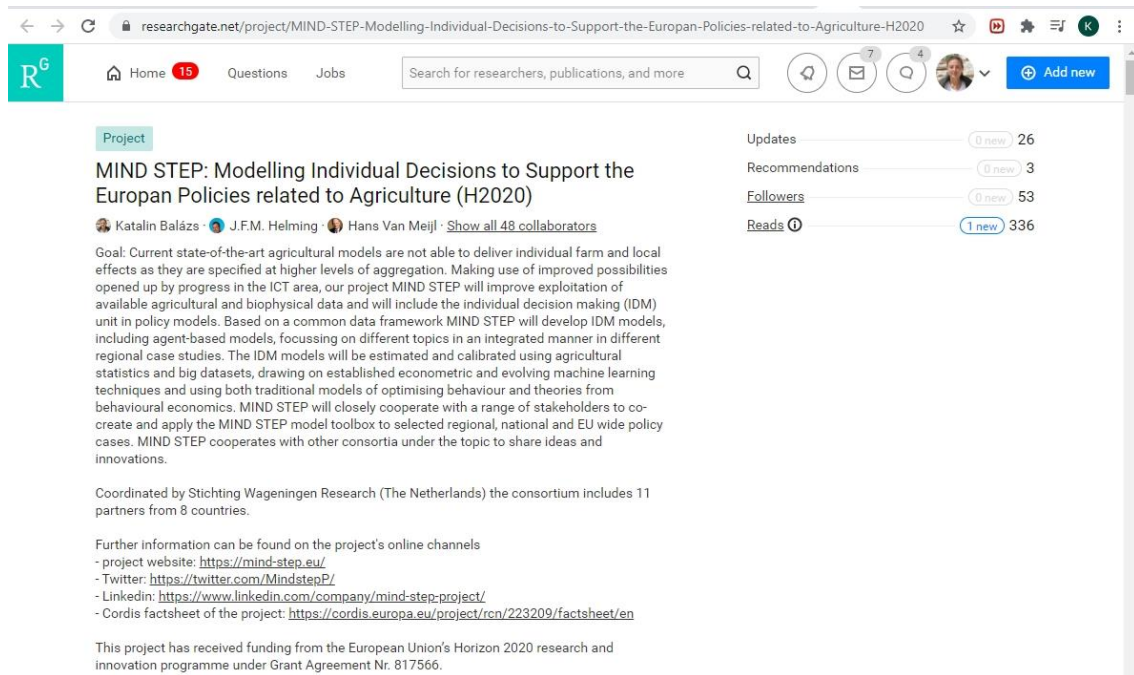
Figure 20. The MIND STEP Researchgate page.

1.1.6.1. Zenodo project page

The MIND STEP community page was opened on Zenodo**:**
https://zenodo.org/communities/mindstep-h2020-project/ . The OpenAIRE project, in the vanguard of the open access and open data movements in Europe was commissioned by the European Commission to support their Open Data policy by providing a catch-all repository for European Commission funded research. In line with the project's Data Management Plan (D9.3) Zenodo will be used in the later stages of the project to provide open access to project results and deliverables.

1.1.7. Newsletters

The electronic newsletter is one of the project's communication-dissemination channels. A newsletter is published in every 6 months, and includes the most recent news from the project and different collaborations. The basic concept of the newsletters is to give Readers colourful instant news, short teasers about the project's activities and relevant upcoming events, and drive them to the specific parts of the project website for reading more.

In the First Reporting Period, three newsletters were published, all of which are available for download both from the **Newsletters section** and the Resources section of the website: **https://mind-step.eu/resources**

The **1st MIND STEP Project Newsletter** was published in May 2020 (Figure 21)., and was promoted at the project website (see: **news item 1**, and **news item 2**), the social media channels of the project, and at Researchgate. It contains information about the project (What is MIND STEP: a promotion of the **project flyer**, Meet the project team, timeline and project structure) and gives insights to meetings and other events at which the MIND STEP was presented. It also gave information about actual and upcoming activities in the project, and about the public deliverables submitted to the EC. A specific section is dedicated to promoting the **Agrimodels Cluster** of the three projects (AGRICORE, BESTMAP and MINDSTEP) that got funded under the Work Programme Topic RUR-04-2018-2019, contributing to Rural Renaissance by further developing analytical tools and models to support policies related to agriculture and food. A. [2018] Developing new models supporting policies related to agriculture.

Figure 21. The 1st project newsletter and its promotion

The **2nd MIND STEP project newsletter** was issued in December 2020 and was promoted at the project website (see: **news item 1**, and **news item 2**), the social media channels of the project (Figure 22). It contains latest news from MIND STEP activities, events and deliverables. We took up the EU's events agenda and had prepared a **specific article** and **short video** for the time of the Farm to Fork Conference in October 2020 on how MIND STEP contributes to the Farm to Fork Strategy. We also gave a short summary of happenings in the Agrimodels Cluster, and recent highlights of the fellow projects AGRICORE and BESTMAP.

Figure 22. The 2nd project newsletter and its promotion

The **3rd MIND STEP project newsletter** was launched in June 2021 (Figure 23) drawing the attention to the latest news from the project, most recently published open access research articles, upcoming events and conferences, and latest highlights from the Agrimodels Cluster fellow projects.

To promote the new issues of the newsletter, an announcement about the release and for readers to subscribe was published on the News section of the project website and through social media channels. The invitation was sent to all project partners for them to publish on their organization's web sites and social media accounts.

The total number of newsletter subscribers is 98 as of 23 June 2021.

Figure 23. Snapshots from the 3rd MIND STEP newsletter

The 4th newsletter will be issued by the end of 2021. The 6-monthly newsletters are compiled and edited by GEO with contributions from all partners.

1.1.8. Videos

The Youtube channel of the project was set up in August 2020.

During the First Reporting Period 3 videos were prepared and published on the MIND STEP project Youtube Channel website under the Resources section. These are:

- **H2020 MIND STEP Project for the Farm to Fork Strategy**: presents the H2020 MIND STEP project research questions that are relevant for Farm to Fork Strategy
- **Project animated project video**
- **Overview video of the project's kick off meeting**

The publishing dates and views analytics (as of 23 June 2021) are show in Figure 24.

Figure 24. View statistics of the MIND STEP videos on the Youtube channel of the project
(as of 23 June 2021)

1.1.9. Communication through European Commission Channels

Communication channels supported by the European Commission are used for news about events and results. MIND STEP is proactive in utilizing the various opportunities of engagement with European Commission actors, as well as responding to requests for information or invitations for participation in events (e.g. **ENRD Evaluation Helpdesk Good Practice Workshop in March 2021**).

1.1.9.1. Direct engagement with DG Agri and other DGs

The three projects (including MIND STEP) of the Agrimodels cluster were introduced to EC officers from AGRI, JRC, ENV, CLIMA, GROW, other DGs and REA at a meeting organised by EC DG Agri on 26 September 2019 in Brussels (**see news item**). Members of Units of DG Agri of particular relevance to MIND STEP have signed up to the Core Stakeholder Group of the project that had its first workshop in June 2020 (**see news item**), and the 2nd workshop in April 2021 (**see news item**).

1.1.9.2. Publication on CORDIS

An article about MIND STEP was published on CORDIS in June 2021 (Figure 25, also **see news item**).
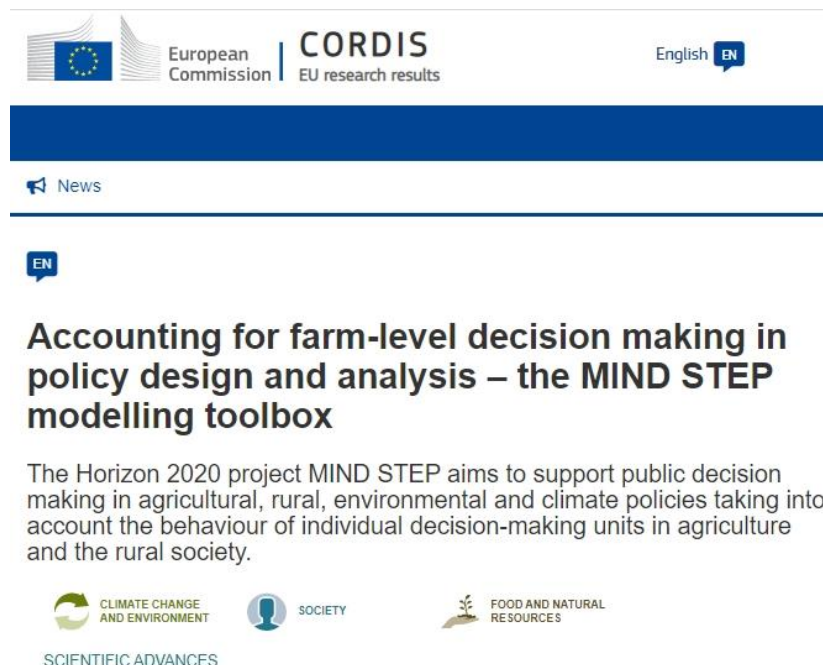
Figure 25. MIND STEP article on CORDIS - June 2021

1.2. Dissemination Materials and Publications

Materials for a communication pack were produced during the first 22 months of the project to support its visibility. These materials include a 1) project leaflet which was prepared and published in English, 2) a roll-up poster about the project was also designed and printed for use at relevant events, and 3) a generic project poster and presentation material. Videos have been recorded for the MIND STEP project website and other channels to promote the project and its work.

1.2.1. Project infographic

A project infographic (Figure 26) was created to help understanding the complexity of issues and activities in MIND STEP. The infographic is used in various dissemination materials including the project leaflet, project roll-up, generic project poster and presentation material.

Figure 26. MIND STEP infographic

1.2.2. Project leaflet

The project leaflet (Figure 27) was created at the beginning of the project, and published in pdf on the project website Resources section. Its printed version was mainly used in the period before the CoVid-19 pandemic across various face-to-face communication and dissemination activities including conferences, workshops, meetings, interviews and consultations.

Figure 27. Snapshot of the project flyer

1.2.1. MIND STEP roll-up poster

A roll-up poster (Figure 28) was created both a version that can be printed for physical events, and also a screen version for online events.

Figure 28. MIND STEP roll-up poster

1.2.2. Project generic poster and presentation

A generic poster about the project was created both in pdf format ready for dissemination, and also in editable pptx version to serve as a template for further project posters (Figure 29). Also a set of customizable slides presenting the project were created and shared among partners at the WUR Sharepoint site.
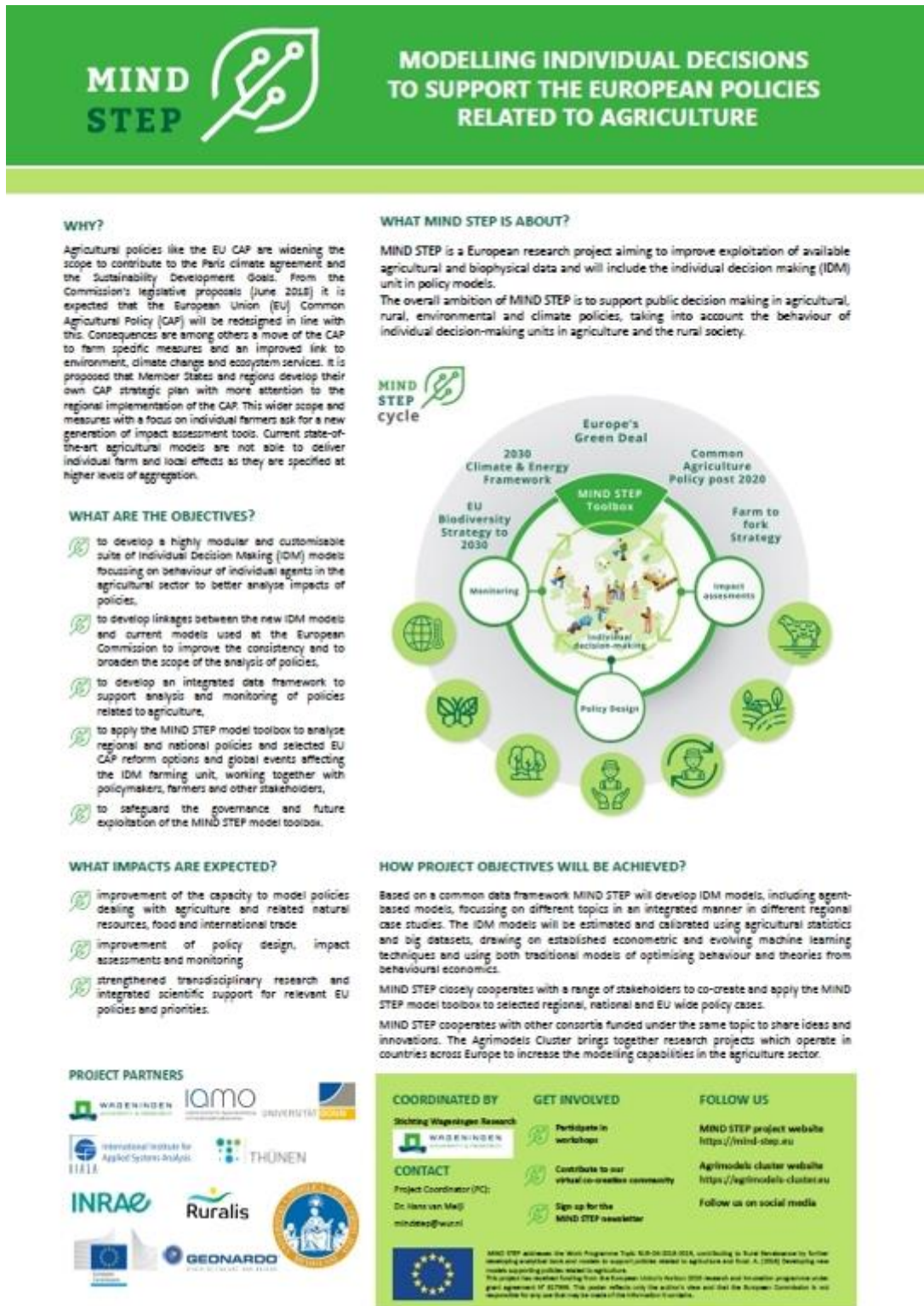
Figure 29. MIND STEP generic project poster

1.2.3. Publications and communication in mass media

This deliverable reports on communication, dissemination and impact of project activities during the first 22 months of the project, 1 September 2019 to 30 June 2021, was prepared using the reporting

by project partners in their quarterly 'COMMDIS reports' (one per partner, per quarter) and summarising the results from webpage and social media analytical tools.

A lot of different activities were carried out by the 11 partners during the first 22 months. Approximately 222 audiences of various categories were reached either in person or in a countable manner (Figure 30).
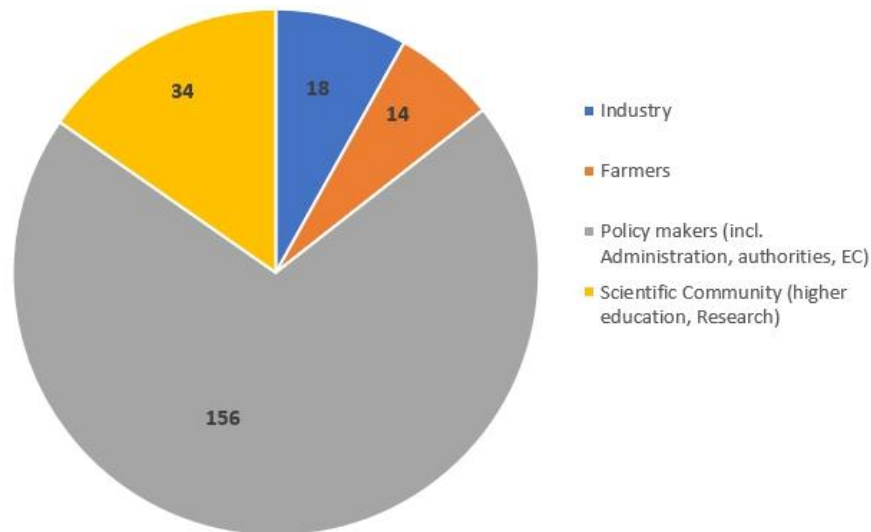
Figure 30: Type(s) and number of countable audiences reached (multiple choices are possible) – a summary from partner level quarterly reports

It is, in particular, difficult to give any estimates of audiences reached at online disseminations when MIND STEP colleagues participate at external online events with no indication of the type and number of audiences. Not all participants at every event can be counted. Attempts have been made to limit the reporting to the number of people with whom there was evidence of engagement, or direct contact.

The activities carried out by project partners covered a broad range of forms and media. These included presentations, articles on partner websites, social media, national and international events, workshops, online seminars, newsletters, videos, and e-mails. The most frequent activities were oral presentations, discussions, workshops, sessions and other different events, press articles, and poster presentations. The most popular form of activity used by most of the partners was oral or other type of presentation.

All of the project's target audiences were reached, including EU level and national policy makers, modelling experts and scientists, and the general public.

1.2.4. Open access scientific publications

During the First Reporting period three open-access scientific papers were published:

- **Data on a synthetic farm population of the German federal state of North Rhine-Westphalia -** Christoph Pahmeyer, David Schäfer, Till Kuhn, Wolfgang Britz - Data in Brief Volume 36, June 2021

- **A design for a generic and modular bio-economic farm model** - Wolfgang Britz, Pavel Ciaian, Alexander Gocht, Argyris Kannelopoulos, Dimitros Kremmydas, Mark Müller, Athanasios Petsakos, Pytrik Reidsma - Agricultural Systems Vol 191, June 2021

- **Adoption and diffusion of digital farming technologies - integrating farm-level evidence and system interaction** - Linmei Shang, Thomas Heckelei, Maria K. Gerullis, Jan Börner, Sebastian Rasch - Agricultural Systems Vol Volume 190, May 2021

1.3. External peer-to-peer exchange

All project partners presented MIND STEP to peer groups, whether science, policy or practice. The information communicated covered project objectives, activities and results. The principal channels for communicating were websites, social media and newsletters, and through events, conferences and workshops, mainly in an online format after March 2020. They also included international and national conferences, workshops and panels.

1.3.1. Organisation of conference sessions

The project has not yet organized any conference sessions. The projects of the AGRI-MODEL CLUSTER will jointly organize session „Use of Individual Decision-Making Models to Support Policies" at the **XVI EAAE Virtual Congress on the 20-23rd of July 2021**.

1.3.2. Organisation of workshops

During First Reporting Period, MIND STEP project partners organized two workshops with invited members of the Core Stakeholder Group. Both workshops had to be organized online due to the Covid pandemic.

At the first 2-hour workshop held on 24 June 2020 (**see news item**) the results of stakeholder interviews regarding key policy questions and benchmark scenarios for the agricultural sector to be focussed on in our project were presented, and in a co-creation process with stakeholders and experts the key policy questions to be answered by the MIND STEP modelling system were identified (Figure 31).
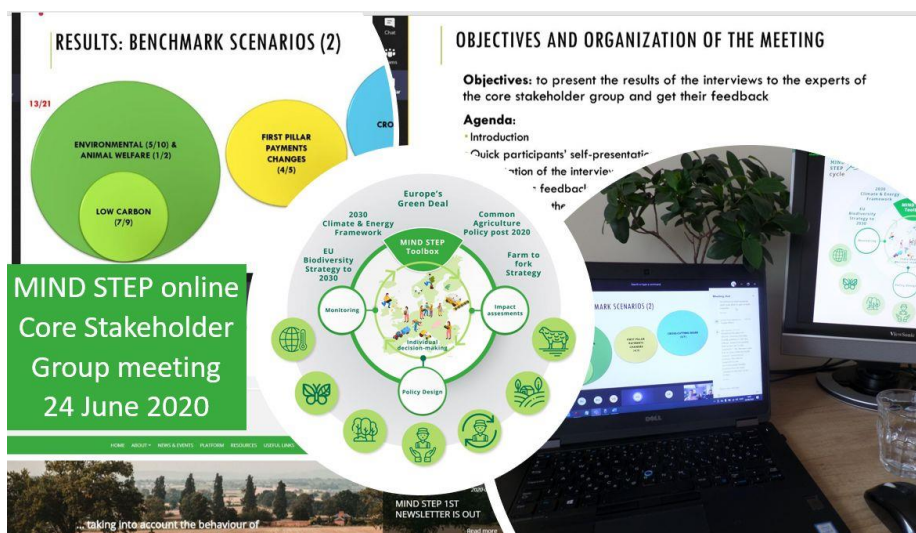

Figure 31. Snapshot of the 1st Stakeholder Workshop (24 June 2020)

The 2nd 2.5-hour workshop on 22 April 2021 (**see news item**) focused on the relevance of the MIND STEP indicator framework to estimate the impacts of the selected policy scenarios and the ability of the MINDSTEP toolbox to model the scenarios (Figure 32).

Figure 32. Snapshots of the 2nd Stakeholder Workshop (22 April 2020)

1.3.3. Participation at conferences and workshops

During the First Reporting Period, MIND STEP project partners participated in 9 international and national conferences (see Appendix 5.4), 2 workshops (see Appendix 5.8) and 3 other events (see Appendix 5.6).

1.3.4. Collaborating with fellow projects in the AGRIMODELS CLUSTER

Alltogether three projects, including MIND STEP, got funded under the Work Programme Topic RUR-04-2018-2019, contributing to Rural Renaissance by further developing analytical tools and models to support policies related to agriculture and food. A. [2018] Developing new models supporting policies related to agriculture:

- The **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.
- The **BESTMAP project** develops a new modelling framework using insights from behavioural theory, linking existing economic modelling with individual-farm Agent-Based Models.

Contacts with both fellow projects have been well established during the First Reporting Period. As part of the Grant Agreement signed with the EC the consortia participating them agreed on forming a cluster with the other projects funded within the same topic. As a result, a Memorandum of Understanding (MoU) to establish the AGRIMODELS cluster and detailing the coordination activities between the projects has been developed (**see news item**). The https://agrimodels-cluster.eu/ page created and maintained by BESTMAP is also referenced in the start page of the MIND STEP project website. A common news release of the Agrimodels Cluster was published in **EurekAlert! of the American Association for the Advancement of Science (AAAS)** and at **Cordis Wire** (Figure 33).

Figure 33. A common news release of the Agrimodels Cluster was published in EurekAlert! of the American Association for the Advancement of Science (AAAS) and at Cordis Wire in November 2020

The coordinating teams of the three AGRIMODELS Cluster projects meet regularly to exchange their experiences regarding data management, modelling challenges, and identify possibilities for joint outreach activities such as the jointly organized session „Use of Individual Decision-Making Models to Support Policies" at the **XVI EAAE Virtual Congress on the 20-23rd of July 2021.**

There is also a regular exchange of information between the Communication WP Leaders in the Agrimodels Cluster. Synergies have been being sought with the two fellow projects through dissemination actions, cross referencing in project newsletters, establishing links between websites and social media channels. Highlights of the fellow projects are published in a permanent section of the MIND STEP newsletter devoted to the Agrimodels Cluster.

1.3.5. Collaborating with other projects

In the First Reporting Period, MIND STEP has established close ties with other relevant initiatives under EU-funded, international or national programmes, helping to raise awareness and impacts amongst the target audience groups. Partners identified opportunities to participate in each other's events and the organisation of shared events.

For instance, members of the MIND STEP Project participated at the stakeholder workshop organized by the SUPREMA project on 11 February 2020 in Brussels (Figure 34). The interactive workshop was dedicated to the "Strategic prospects" towards the identification of the needs in the future model-based policy analysis of European Agriculture. This event was also an opportunity for the AGRIMODEL clustering project coordinators (from left to right: Hans Van Meijl (MINDSTEP), Guy Ziv (BESTMAP), Carlos Leyva Guerrero (AGRICORE) and the host Floor Brouwer (SUPREMA) to meet and exchange best practices towards a common strategy in agricultural policy modelling.

Exchange with the LIFT project on farm characterization and FADN data experiences took place in May 2021.

Figure 34. MIND STEP Project participated at the 3rd Stakeholder Workshop organized by the SUPREMA project, 11 February 2020

2. IMPACT EVALUATION: KEY PERFORMANCE INDICATORS RELATED TO COMMUNICATION AND DISSEMINATION ACTIVITIES

There are 12 key performance indicators related to communication and dissemination activities. These are listed in Table 3 together with the original target for the full 52-month period of the project, and the total achieved in the First Reporting Period.

Table 3. COMDISS Key performance indicators: Targets and total achieved
in the First Reporting Period

Text here	Cumulative Target (full project period)	Total Achieved (as of 23 June 2021)
KPI-01 Project website	More than 5,000 visits	3 095 / 4 481 / 11 011 users/sessions/page views
KPI-02 Social networks	More than 5,000 impressions on social media	74,683 Twitter impressions 2,313 LI impressions
KPI-03 Project newsletter	At least 200 subscribers	96 subscribers
KPI-05 Digital storytelling	At least 400 unique visitors	228 views of the 3 project videos on the project's Youtube channel
KPI-06 Leaflets	Distribution of at least 500 leaflets.	50
KPI-08 Presentations at scientific conferences	At least six organised sessions at international conferences, one preconference workshop	3 presentations at sci. conferences (INRAE, UBO, JRC)
KPI-09 Publication in open-access scientific journals	Download statistics, altmetric score for impact, citations	4 open-access scientific articles
KPI-10 Training and webinars	Attendance at training sessions: four sessions with more than 10 participants, targeting at least 50 participants	2 stakeholder workshops, 20 participants
KPI-11 MIND STEP Workshops	Attendance at workshops: four workshops with at least 20 participants per workshop	2 stakeholder workshops
KPI-12 Final conference	At least 150 attendees	-

The number of communication and dissemination activities undertaken for each of the categories of activity is shown in Table 4 together with a cross-reference to the relevant appendix in which more information is provided.

Table 4. The number of communication and dissemination activities linked to the project by category

Category	Number of Communication Dissemination Activities	Relevant Appendix
Organisation of Conference Sessions	0	
Organisation of Workshops	4	5.1
Organisation of other event (other than a conference/workshop, e.g. meeting, consultation, interview)	3	5.2
Participation in activities organised jointly with other H2020 projects	3	5.3
Participation at conferences	9	5.4
Participation: in events with the European Commission/ European Union	4	5.5
Participation: other event (other than a conference/workshop, e.g. meeting, consultation, interview)	3	5.6
Participation in Training	1	5.7
Participation in Workshops	2	5.8
Publication: popularised publication (non-scientific, non-peer reviewed)	2	5.9
Publication: scientific	4	5.10
Audiovisual materials	3	5.11
Website news items	57	5.12
Social Media Posts Database		5.13
Project Newsletters	3	

3. ACKNOWLEDGEMENTS

4. REFERENCES

Balazs, K., Ed. (2019). Communication, Dissemination and Impact Strategy and Plan. Deliverable D8.1. Modelling Individual Decisions to Support the European Policies Related to Agriculture (MIND STEP), Report to the European Union, pp. 105.

5. APPENDICES

5.1. Organisation of Workshops

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
UCSC	1st MIND STEP stakeholder workshop: Focus group with MIND STEP core stakeholder group and WP leaders	24/06/2020	JRC, WR, GEO https://mind-step.eu/news/17/	2 industry, 1 farmer, 3 policy maker, 4 scientific community	10	results of the interviews with the stakeholders
WR, THÜNEN	AGRIMODELS Cluster meeting - Used as input in D2.3 Common processing plan. Building data processing plan together with parallel working consortia	29/03/2021	M. Müller, A. Gocht, S. Neuenfeldt, J. Helming	Cluster partners	n/a	Common processing plan: Pptx pres
THÜNEN	Del 2.2 Workshop on the Guide for data interfaces in MindStep Invitation - workshop for deliverable workload exchange	23/03/2021	UCSC; JRC; WR	n/a	n/a	ppts
JRC, WR, UBO	2nd MIND STEP stakeholder workshop	22/04/2021	UCSC, GEO	2 industry, 1 farmer, 3 policy maker, 4 scientific community		PPTs https://mind-step.eu/news/50

5.2. Organisation of other event (other than a conference/workshop, e.g. meeting, consultation, interview)

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
UCSC	Stakeholder interviews: 10 stakeholder Interviews (T1.1)	May/June 2020	WR, JRC	2 industry, 1 farmer, 3 policy maker, 4 scientific community	10	n/a
JRC	Personal communication: with colleagues from the Slovak and Greek Ministries of Agriculture and the respective National Agronomic Research Institutes	January/February 2020	Personal communication	3 policy maker, 4 scientific community	7	n/a

5.3. Participation in activities organised jointly with other H2020 projects

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
WR	AGRIMODELS Cluster meeting online	2/11/2020	WR	Cluser partners – scientific community	5	pptx
IIASA	Discussion with BOKU colleagues from the LIFT project on farm characterization and FADN data experiences	31/05/2021	Teleconference internet	scientific community	n/a	
THÜNEN	AGRIMODELS Cluster meeting with special focus on data, General exchange regarding requesting FADN data - ONLINE	29/05/2021	WR	Cluser partners – scientific community	n/a	pptx

5.4. Participation at conferences

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
GEO	Agrarium 2020 Conf., Kecskemet, HU	03/03/2020	GEO: Katalin B. https://twitter.com/MindstepP/status/1235518701778210816	10 industry, 10 farmers, 10 policy makers	30	30 MIND STEP leaflet distributed
INRAE	seminar at UMR Economie Publique online, FR: oral pres - " Farmers' heterogeneous responses to price variations: Identification of dairy farms flexibility based on a panel smooth transition regression approach"	16/06/2020	INRAE	Various audience online	n/a	1 oral presentation
INRAE	Online webinar on alternatives to glyphosate in field crops	03/07/2020	INRAE	Various audience online	n/a	1 oral presentation
UBO	GEWISOLA conference, Online/Halle (Saale), Germany	23/09/2020-25/092020	Linmei Shang (UBO)	Scientific community	n/a	1 oral presentation

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
JRC	Strategies for Bioeconomy in CEE countries: Use of IFM-CAP to examine how a farm IDM can contribute to the bioeconomy strategy. MINDSTEP was mentioned as a project that aims to improve existing modelling tools	22/09/2020		Various audience online	n/a	Oral mention of MINDSTEP as a project that aims to improve existing modelling tools
GEO	EIT Future of Food conference – online	1/12/2020	GEO: Katalin B. representation of MIND STEP	Various audience online	n/a	Chatboard mention of MINDSTEP https://twitter.com/MindstepP/status/1333688932899418117
GEO	2020 EU AgriOutlook Conference - online	16/12/2020	GEO: Katalin B. representation of MIND STEP	Various audience online	n/a	Chatboard mention of MINDSTEP https://twitter.com/MindstepP/status/1339223663787339778
GEO	Green Farming Now! Conference	17/02/2021	GEO: Katalin B. representation of MIND STEP	Various audience online	n/a	Chatboard mention of MINDSTEP https://twitter.com/MindstepP/status/1361987870320431105
GEO	BIOEASTSUP conference	15/06/2021	GEO: Katalin B. representation of MIND STEP	Various audience online	n/a	Chatboard mention of MINDSTEP https://twitter.com/MindstepP/status/1404809586863902739

5.5. Participation: in events with the European Commission/ European Union

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
WR	DG Agri clustering event, Brussels, BE	26/09/2019	WR	Policy makers	40	1 presentation of the MIND STEP project https://mind-step.eu/news/4/
GEO	EC ENRD Workshop Agriculture and environment: speaking the same language within the CAP Strategic Plan, Brussels, BE	6/11/2019	GEO: Katalin B. representation of MIND STEP	15 policy makers 5 scientific community	20	20 MIND STEP leaflet distributed https://mind-step.eu/news/2/
GEO	EU Regions week	21/10/2020	GEO: Katalin B. representation of MIND STEP	Various audience online	n/a	https://twitter.com/MindstepP/status/1318862243740700673 https://twitter.com/MindstepP/status/1318872039827099649
WR	Lunchtime debat on roadmap for agriculural modelling (SUPREMA)	12/18/2020	JRC, THÜNEN	Policy makers	40	References to MIND STEP/AGRIMODELS Cluster in presentation, chat and during discussions

Participation: other event (other than a conference/workshop, e.g. meeting, consultation, interview)

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
GEO	Euractiv online seminar on The European Food System: The transition towards sustainability and climate mitigation	26 / 11/ 2020	GEO: Katalin B. representation of MIND STEP	Various audience online	n/a	https://twitter.com/MindstepP/status/1331948868225929228
WR	Online discussion with policy makers about impacts of enhanced conditionality of the new CAP as part of Task 3.3 of MIND STEP: meeting of Dutch Programteam CAP-NSP	11/30/2020	WR	Policy makers	10	pptx
WR	Online discussion with policy makers about impacts of GHG mititgation measures as part of Task 3.3 of MIND STEP Meeting with program team PKO-LNV	11/30/2020	WR	Policy makers	10	pptx

5.6. Participation in Training

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
IIASA	SUPREMA GLOBIOM-MAGNET training model training	09/12/2020	IIASA/WR	Various audience online	n/a	

5.7. Participation in Workshops

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
JRC, WR, GEO	ENRD_Evaluation Good Practice Workshop online "IMPROVING DATA MANAGEMENT AND INFORMATION SYSTEMS FOR THE PURPOSE OF CAP EVALUATION"	16-17/03/2021	M. Müller, A. Gocht, S. Neuenfeldt, G. Roerink, J. Helming: MIND STEP Project: Data requirements for indicators on European policies related to agriculture and data management	Policy makers, evaluation experts – online participants of the workshop	n/a	Pptx https://mind-step.eu/news/44 https://twitter.com/MindstepP/status/1371749903924363265
IIASA	Participation in MINDSTEP stakeholder workshop 2nd stakeholder workshop - online	22/04/2021	WR/JRC/UCSC		n/a	https://mind-step.eu/news/50

5.8. Publication: popularised publication (non-scientific, non-peer reviewed)

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
INRAE	newsletter of INRAE Economics and social sciences division: [Lancement de projet] MIND STEP - Modelling INdividual Decisions to Support The European Policies related to agriculture	17/12/2019	INRAE	Various audience online	n/a	1 newsitem https://intranet.inrae.fr/sae2/Departement/La-Lettre-EcoSocio/Numeros-parus/La-Lettre-EcoSocio2/2019/7/Actualite-scientifique/Lancement-de-projet-H2020-MIND-STEP
INRAE	Interview in professional press: Traitement phytosanitaire et rentabilité : la protection fongicide sous influence psychologique (pesticide uses in a French journal for field crop producers)	25/02/2020	INRAE	Various audience online	n/a	1 newsitem https://www.reussir.fr/grandes-cultures/la-protection-fongicide-sous-influence-psychologique

5.9. Publication: scientific

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
UBO	Adoption and diffusion of digital farming technologies - integrating farm-level evidence and system interaction	18/02/2021	UBO	scientific	n/a	https://doi.org/10.1016/j.agsy.2021.103074
WR	A design for a generic and modular bio-economic farm model	03/04/2021	Wolfgang Britz, Pavel Ciaian, Alexander Gocht, Argyris Kanellopoulos, Dimitrios Kremmydas, Marc Müller, AthanasiosPetsakos, Pytrik Reidsma	scientific	n/a	https://doi.org/10.1016/j.agsy.2021.103133
UBO	A design for a generic and modular bio-economic farm model	01/06/2021	UBO & other MINDStep colleagues	scientific	n/a	https://doi.org/10.1016/j.agsy.2021.103133
WR	Data on a synthetic farm population of the German federal state of North Rhine-Westphalia	01/06/2021	UBO	scientific	n/a	https://doi.org/10.1016/j.dib.2021.107007

5.10. Audiovisual materials

The Youtube channel of the project is available at https://www.youtube.com/channel/UCub-7PefsVkXa7WExIqvbBw

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached	Dissemination Material Distributed
GEO	Mindstep Kick off meeting	6/8/2020		Online	76	https://www.youtube.com/watch?v=5GOTVDzpDLk
GEO, WR	MIND STEP H2020 project	29/9/2020		Online	63	https://www.youtube.com/watch?v=orueTs65C4Y
JRC, WR, GEO	MindStep for the Farm to Fork Strategy	15/10/2020	JRC, WR, GEO	Online	89	https://www.youtube.com/watch?v=IPIgSTxPA0E&t=2s

5.11. Website news items

A total of 57 news items were published on the project website. For details of news items on the MIND STEP project see: https://mind-step.eu/news-and-events

Item Nr	Partner	Title	Link	newsitem posted [date]	Project quarter
1	WR/GEO	MIND STEP at the 172nd EAAE seminar	https://mind-step.eu/news/13/	2019. 09. 10.	Q1
2	WR/GEO	DG AGRI event: Analytical tools and models to support policies related to agriculture and food	https://mind-step.eu/news/4/	2019. 09. 27.	Q1
3	GEO	MIND STEP Kick-off in The Hague	https://mind-step.eu/news/1/	2019. 10. 24.	Q1
4	GEO	ENRD Workshop Agriculture and environment, 6 November 2019	https://mind-step.eu/news/2/e	2019. 11. 04.	Q1
5	GEO	EU Conference on Modelling for Policy support	https://mind-step.eu/news/3/	2019. 11. 25.	Q1
6	THÜNEN/ GEO	Deliverable D 7.3: List of data storage and processing capacities required by partners	https://mind-step.eu/news/25/	2019. 11. 29.	Q1
7	WR/GEO	Agrimodels Cluster	https://mind-step.eu/news/5/	2019. 12. 03.	Q2
8	GEO	Deliverable Report D8.1 Communication, Dissemination and Impact Strategy and Plan	https://mind-step.eu/news/26/	2019. 12. 19.	Q2
9	GEO	MIND STEP project flyer is out	https://mind-step.eu/news/7/	2020. 01. 23.	Q2
10	UCSC	Testing protocol of evaluating farmers' risk preferences in MIND STEP	https://mind-step.eu/news/10/	2020. 02. 12.	Q2
11	WR/GEO	Networking with the SUPREMA project	https://mind-step.eu/news/8/	2020. 02. 12.	Q2
12	GEO	RESCHEDULED TO 2021: XVI EAAE Congress, 25-28 August, Prague, the Czech Republic	https://mind-step.eu/news/9/r	2020. 02. 14.	Q2
13	GEO	RESCHEDULED TO 2021: International Degrowth / ISEE conference	https://mind-step.eu/news/11/	2020. 02. 28.	Q2
14	GEO	9th AIEAA Online Conference, 11-12 June 2020	https://mind-step.eu/news/6/	2020. 04. 17.	Q3
15	WR	CURRENT AND UPCOMING ACTIVITIES IN MIND STEP	https://mind-step.eu/news/14/	2020. 04. 30.	Q3
16	GEO	Deliverable D8.2 MIND STEP Platform: Concept and user guide for consortium members	https://mind-step.eu/news/27/	2020. 04. 30.	Q3
17	GEO	1ST MIND STEP NEWSLETTER IS OUT SOON - SUBSCRIBE TO OUR NEWSLETTER	https://mind-step.eu/news/15/	2020. 05. 08.	Q3
18	GEO	MIND STEP 1ST NEWSLETTER IS OUT	https://mind-step.eu/news/16/	2020. 05. 18.	Q3
19	UCSC	1st MIND STEP Stakeholder workshop, 24 June 2020	https://mind-step.eu/news/17/	2020. 06. 24.	Q4
20	GEO	Deliverable D 7.4: Access to a computer cluster	https://mind-step.eu/news/28/	2020. 06. 25.	Q4
21	GEO	INRAE Webinars: Crop Protection and Scenarios for the Future of Agriculture	https://mind-step.eu/news/18/	2020. 08. 12.	Q4
22	GEO	7th FAERE Online Conference	https://mind-step.eu/news/12/	2020. 09. 11.	Q5

Item Nr	Partner	Title	Link	newsitem posted [date]	Project quarter
23	GEO	EIP-AGRI online Seminar: "CAP Strategic Plans: the key role of Agricultural Knowledge and Innovation Systems (AKIS) in Member States" - Online seminar	https://mind-step.eu/news/19/	2020. 09. 18.	Q5
24	GEO	MIND STEP GENERAL CONSORTIUM MEETING, 6-7 OCTOBER 2020	https://mind-step.eu/news/29/	2020. 10. 06.	Q5
25	WR	Public Webinar on 'Pathways for advancing pesticide policies', 20 October 2020	https://mind-step.eu/news/24/	2020. 10. 20.	Q5
26	GEO	EU Green Week 2020, 19-20 October 2020 - Nature and Biodiversity	https://mind-step.eu/news/22/	2020. 10. 20.	Q5
27	GEO	Farm to Fork 2020 conference - Building sustainable food systems together 15 - 16 October 2020	https://mind-step.eu/news/21/	2020. 10. 20.	Q5
28	GEO	EU FARMING SUBSIDIES PROGRAMME IS TWO STEPS CLOSER TO LONG-AWAITED REFORM	https://mind-step.eu/news/34/	2020. 10. 21.	Q5
29	JRC, WR, GEO	H2020 MIND STEP FOR THE FARM TO FORK STRATEGY	https://mind-step.eu/news/32/	2020. 10. 21.	Q5
30	IAMO, UBO	WP 4 PARTNER MEETING IN BONN	https://mind-step.eu/news/33/	2020. 10. 22.	Q5
31	GEO	COUNCIL ADOPTS CONCLUSIONS ON THE EU BIODIVERSITY STRATEGY FOR 2030	https://mind-step.eu/news/35/	2020. 10. 23.	Q5
32	GEO	PUBLIC CONSULTATION ON DEVELOPING A LONG-TERM VISION FOR RURAL AREAS	https://mind-step.eu/news/37/	2020. 11. 18.	Q5
33	GEO	NEWS RELEASE ON AGRIMODELS CLUSTER: RESEARCH PROJECTS JOIN FORCES TO ENHANCE AGRICULTURAL EU POLICIES	https://mind-step.eu/news/36/	2020. 11. 20.	Q5
34	GEO	2ND MIND STEP NEWSLETTER IS OUT SOON - SUBSCRIBE TO OUR NEWSLETTER	https://mind-step.eu/news/38/	2020. 11. 27.	Q5
35	GEO	AGRIMODELS CLUSTER MEETING	https://mind-step.eu/news/40/	2020. 12. 01.	Q6
36	UCSC	DELIVERABLE D1.1 KEY POLICY QUESTIONS FOR EX-ANTE IMPACT ASSESSMENT OF EU AGRICULTURAL AND RURAL POLICIES	https://mind-step.eu/news/39/	2020. 12. 02.	Q6
37	GEO	EIT Food Future of Food online Conference 2020, 1-2 December	https://mind-step.eu/news/20/	2020. 12. 03.	Q6
38	GEO	MIND STEP 2ND NEWSLETTER IS OUT	https://mind-step.eu/news/41/	2020. 12. 07.	Q6
39	UBO	REVIEW ARTICLE: ADOPTION AND DIFFUSION OF DIGITAL FARMING TECHNOLOGIES - INTEGRATING FARM-LEVEL EVIDENCE AND SYSTEM INTERACTION	https://mind-step.eu/news/42/	2021. 02. 18.	Q6
40	IIASA	WP5 KICK-OFF MEETING: THE PREPARATION FOR DELIVERABLE 5.1 HAS STARTED!	https://mind-step.eu/news/43/	2021. 02. 25.	Q6
41	WR, GEO	MIND STEP PRESENTED AT ENRD EVALUATION HELPDESK WORKSHOP	https://mind-step.eu/news/44/	2021. 03. 25.	Q7

Item Nr	Partner	Title	Link	newsitem posted [date]	Project quarter
42	UBO, WR, JRC	OPEN ACCESS ARTICLE: A DESIGN FOR A GENERIC AND MODULAR BIO-ECONOMIC FARM MODEL	https://mind-step.eu/news/45/	2021. 03. 31.	Q7
43	GEO	EAAE SEMINAR 178, ONLINE 18TH-20TH MAY 2021	https://mind-step.eu/news/48/	2021. 04. 09.	Q7
44	GEO	EAAE SEMINAR 175, 12 – 14 MAY 2021, VIRTUAL SEMINAR	https://mind-step.eu/news/47/	2021. 04. 09.	Q7
45	GEO	2ND MIND STEP STAKEHOLDER WORKSHOP, 22 APRIL 2021	https://mind-step.eu/news/50/	2021. 04. 22.	Q7
46	WR, UBO, UCSC, INRAE, THÜNEN, WU, GEO (ed.)	DELIVERABLE D3.1: SPECIFICATION OF MODEL REQUIREMENTS	https://mind-step.eu/news/58/	2021. 04. 30.	Q7
47	THÜNEN, WR, GEO (ed.)	DELIVERABLE D2.2: A GUIDE/HANDBOOK TO BUILD AN INTERFACE FOR ACCESSING THE DATA IN THE PROJECT REQUIRED BY PARTNERS WP 2-6	https://mind-step.eu/news/54/	2021. 05. 04.	Q7
48	THÜNEN, JRC, GEO (ed.)	DELIVERABLE D2.6: LITERATURE REVIEW OF METHODS FOR LINKING ECONOMIC AND BIO-PHYSICAL DATABASES	https://mind-step.eu/news/57/	2021. 05. 10.	Q7
49	THÜNEN, GEO (ed.)	DELIVERABLE D2.4: PROTOTYPE FOR INTERFACES	https://mind-step.eu/news/56/	2021. 05. 12.	Q7
50	THÜNEN, GEO (ed.)	DELIVERABLE D2.1: SUMMARY OF REQUIRED DATA FROM WP 3/4/5	https://mind-step.eu/news/53/	2021. 05. 12.	Q7
51	IIASA, GEO (ed.)	DELIVERABLE D7.6: PROTOTYPE OF THE DATA SERVICES AND DOWNLOAD SERVICES	https://mind-step.eu/news/59/	2021. 05. 31.	Q7
52	WR, GEO (ed.)	DELIVERABLE D2.3 - COMMON PROCESSING PLAN	https://mind-step.eu/news/55/	2021. 05. 31.	Q7
53	GEO	Landscape 2021 - Diversity for Sustainable and Resilient Agriculture	https://mind-step.eu/news/23/	2020. 06. 08.	Q8
54	UBO	OPEN ACCESS ARTICLE: DATA ON A SYNTHETIC FARM POPULATION OF THE GERMAN FEDERAL STATE OF NORTH RHINE-WESTPHALIA	https://mind-step.eu/news/51	2020. 06. 11.	Q8
55	IAMO, GEO	WP6 PARTNER MEETING: VALIDATION AND POLICY EVALUATION	https://mind-step.eu/news/52	2020. 06. 16.	Q8
56	GEO	MIND STEP 2ND NEWSLETTER IS OUT	https://mind-step.eu/news/60/	2020. 06. 29.	Q8
57	WR/GEO	ACCOUNTING FOR FARM-LEVEL DECISION MAKING IN POLICY DESIGN AND ANALYSIS – THE MIND STEP MODELLING TOOLBOX	https://mind-step.eu/news/61	2020. 06. 29.	Q8

5.12. Social Media Posts Database

The lists of social media posts are provided as separate document.

MIND STEP Tweets [in time order] : https://twitter.com/MindstepP

Nr	Partner	permalink to Tweet	Tweet text	Tweet posted [date]	impressions	engagements	engagement rate	retweets	replies	likes	user profile clicks	url clicks	Quarter (e.g.Q01)	impr cum sum
1	GEO	https://twitter.com/MindstepP/status/1179318524445155328	MIND-STEP, the 48-month EU H2020 Research Innova	2019-10-02 08:53 +00(	1382	10	0.00724	4	0	2	3	0	Q1	
2	GEO	https://twitter.com/MindstepP/status/1179323290155925504	👋Very excited to be at the MIND-STEP #EU #H2020	2019-10-02 09:12 +00(	1549	65	0.04196	5	0	5	10	26	Q1	
3	GEO	https://twitter.com/MindstepP/status/1179509731037196288	We had a great time on the 1st day of our MIND STEP	2019-10-02 21:33 +00(	3373	88	0.02609	7	0	12	12	10	Q1	
4	GEO	https://twitter.com/MindstepP/status/1192089586509533185	How to meet the future environment and climate am	2019-11-06 14:41 +00(	1616	23	0.01423	6	0	3	0	10	Q1	
5	GEO	https://twitter.com/MindstepP/status/1193878027123511296	What are the top 5 objectives of the #EU common #f	2019-11-11 13:07 +00(	603	16	0.02653	0	0	2	4	7	Q1	
6	GEO	https://twitter.com/MindstepP/status/1194972043365814272	Are you interested in discovering the major trends in	2019-11-14 13:35 +00(	752	16	0.02128	3	0	1	1	6	Q1	
7	GEO	https://twitter.com/MindstepP/status/1197107047797547008	📢Registrations are open for the 2019 EU #AgriOutlc	2019-11-20 10:58 +00(	238	2	0.0084	0	0	0	0	0	Q1	
8	GEO	https://twitter.com/MindstepP/status/1197888087742984192	How does our #diet hurt Earth?The way we produce	2019-11-22 14:42 +00(	4970	31	0.00624	2	0	4	1	3	Q1	
9	GEO	https://twitter.com/MindstepP/status/1199984107389935616	⚡#BreakingNews The EU decided to reimburse €46'	2019-11-28 09:31 +00(	317	2	0.00631	0	0	0	0	0	Q1	14,800
10	GEO	https://twitter.com/MindstepP/status/1201464716813635584	In EU we need a common policy frameworkfor #agric	2019-12-02 11:34 +00(	411	3	0.0073	0	0	0	3	0	Q2	
11	GEO	https://twitter.com/MindstepP/status/1201783716709834753	'The European Green Deal will open new opportunitie	2019-12-03 08:42 +00(	373	3	0.00804	0	0	0	0	0	Q2	
12	GEO	https://twitter.com/MindstepP/status/1202160922145546241	Are you interested in #CAPreform? Don't miss the pu	2019-12-04 09:41 +00(	401	5	0.01247	0	0	1	2	2	Q2	
13	GEO	https://twitter.com/MindstepP/status/1202237248705585155	#HappeningNow at @Europarl_EN Discussions on the	2019-12-04 14:44 +00(	854	14	0.01639	2	0	1	7	1	Q2	
14	GEO	https://twitter.com/MindstepP/status/1202241792697081862	.@SKankaanrinta from @BSAG_"The benefit of the fa	2019-12-04 15:02 +00(	2580	26	0.01008	7	0	9	5	0	Q2	
15	GEO	https://twitter.com/MindstepP/status/1202256977084203009	Panel 2: Financing, Management & Monitoring c	2019-12-04 16:02 +00(	990	14	0.01414	3	0	1	5	0	Q2	
16	GEO	https://twitter.com/MindstepP/status/1202258712905293824	"Are we going to have a more efficient #CAP?" Joao P	2019-12-04 16:09 +00(	2379	27	0.01135	1	0	6	2	0	Q2	
17	GEO	https://twitter.com/MindstepP/status/1202906981541044225	📺Watch @UNFAO podcast What does #sustainable	2019-12-06 11:05 +00(	495	0	0	0	0	0	0	0	Q2	
18	GEO	https://twitter.com/MindstepP/status/1206516131785261056	How does the #EUGreenDeal ensure the #Sustainabil	2019-12-16 10:07 +00(	785	4	0.0051	0	0	2	0	1	Q2	
19	GEO	https://twitter.com/MindstepP/status/1214893192736362503	#TwentyTwenty looks more like the peak of a transiti	2020-01-08 12:54 +00(	1041	13	0.01249	1	0	1	6	4	Q2	
20	GEO	https://twitter.com/MindstepP/status/1215220734068449280	Don't miss the Next Brussels Briefing on #agroecolog	2020-01-09 10:36 +00(	893	9	0.01008	3	0	1	3	1	Q2	
21	GEO	https://twitter.com/MindstepP/status/1215632779007995905	#DYK that about 25-30% of the food produced globall	2020-01-10 13:53 +00(	429	1	0.00233	0	0	0	0	1	Q2	
22	GEO	https://twitter.com/MindstepP/status/1217464845215436800	#BREAKING_NEWS €200.9 million to promote EU #ag	2020-01-15 15:13 +00(	560	3	0.00536	0	0	0	0	1	Q2	
23	GEO	https://twitter.com/MindstepP/status/1220660310354399232	[new] study on #agri-food sector 🐄🌾 Based on the ch	2020-01-24 10:51 +00(	476	4	0.0084	0	0	1	0	2	Q2	
24	GEO	https://twitter.com/MindstepP/status/1225026482751332352	👨‍🌾#DYK that in FR, less than 5% of all #farmers are u	2020-02-05 12:00 +00(	451	6	0.0133	0	0	2	4	0	Q2	
25	GEO	https://twitter.com/MindstepP/status/1227928518048256010	MIND STEP Project participated at the 3rd Stakehold	2020-02-13 12:12 +00(	464	3	0.00647	0	0	0	1	0	Q2	28,382
26	GEO	https://twitter.com/MindstepP/status/1235518701778210816	#TBTWe visited the #Agrarium2020 conference, the l	2020-03-05 10:53 +00(	428	0	0	0	0	0	0	0	Q3	
27	GEO	https://twitter.com/MindstepP/status/1235865403726823424	😉 Are you interested in #CAP & #CMEF? To illu	2020-03-06 09:50 +00(	398	1	0.00251	0	0	0	0	1	Q3	
29	GEO	https://twitter.com/MindstepP/status/1260536210298208257	👨‍🌾 For the reform of the Common Agricultural Policy	2020-05-13 11:43 +00(	1733	208	0.12002	5	1	10	19	107	Q3	
30	GEO	https://twitter.com/MindstepP/status/1263065122752344065	😀We are so excited to inform you that we released	2020-05-20 11:12 +00(	603	22	0.03648	3	0	6	2	5	Q3	
31	GEO	https://twitter.com/MindstepP/status/1266009281293418497	@EU_Commission has adopted the new #EUBiodivers	2020-05-28 14:11 +00(	66	0	0	0	0	0	0	0	Q3	32,123
32	GEO	https://twitter.com/MindstepP/status/1273548191003217920	Based on 9 objectives, the future #CAP will continue	2020-06-18 09:28 +00(	480	13	0.02708	1	0	3	0	4	Q4	
34	GEO	https://twitter.com/MindstepP/status/1275792655369338887	Many thanks to all our Core Stakeholder Group mem	2020-06-24 14:07 +00(	304	8	0.02632	1	0	0	5	1	Q4	
35	GEO	https://twitter.com/MindstepP/status/1277573274302582784	🚜 Can 25% of #EU farmland be farmed #organically	2020-06-29 12:02 +00(	214	2	0.00935	0	0	0	0	1	Q4	
36	GEO	https://twitter.com/MindstepP/status/1280833309073985536	🔍 What is the 100-mile diet?It is a great way to lear	2020-07-08 11:57 +00(	504	13	0.02579	2	0	3	2	2	Q4	
37	GEO	https://twitter.com/MindstepP/status/1284091001255030784	Ensuring that #food producers are provided with the	2020-07-17 11:42 +00(	263	5	0.01901	0	0	1	1	1	Q4	
39	GEO	https://twitter.com/MindstepP/status/1291431226738434048	DYK that MIND STEP had its kick off meeting in the Ha	2020-08-06 17:49 +00(	124	2	0.01613	0	0	0	0	1	Q4	

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Nr	Partner	permalink to Tweet	Tweet text	Tweet posted [date]	impressions	engagements	engagement rate	retweets	replies	likes	user profile clicks	url clicks	Quarter (e.g.Q01)	impr cum sum
40	GEO	https://twitter.com/MindstepP/status/1293551272419823622	#DYK that nearly 20% of all young #farmers have follc	2020-08-12 14:13 +00C	368	11	0.02989	1	0	2	0	2	Q4	
41	GEO	https://twitter.com/MindstepP/status/1296030144746881024	The #EUGreenWeek is coming soon!This year's focus	2020-08-19 10:24 +00C	5683	84	0.01478	9	1	17	16	14	Q4	40,819
42	GEO	https://twitter.com/MindstepP/status/1300741241387331584	Don't miss the latest @FAOForestry report: The State	2020-09-01 10:24 +00C	394	6	0.01523	1	0	1	0	2	Q5	
43	GEO	https://twitter.com/MindstepP/status/1302929896415653888	⏳The clock is ticking📅Have you registered for this y	2020-09-07 11:21 +00C	284	8	0.02817	1	0	1	1	3	Q5	
44	GEO	https://twitter.com/MindstepP/status/1303658122028945408	#HaveYourSay Who will win the #Natura2000 Citizen:	2020-09-09 11:34 +00C	219	4	0.01826	0	0	0	0	1	Q5	
45	GEO	https://twitter.com/MindstepP/status/1306232636600442880	The land use sector is key for a #ClimateNeutralEU .Jc	2020-09-16 14:05 +00C	225	3	0.01333	0	0	0	0	0	Q5	
47	GEO	https://twitter.com/MindstepP/status/1309447181888356352	#DYK that animal farming 🐻 in the #EU is worse tha	2020-09-25 10:58 +00C	425	30	0.07059	2	0	0	8	7	Q5	
48	GEO	https://twitter.com/MindstepP/status/1310958618385227777	🕐 Time to reduce our #FoodWaste! The #EUFarm2	2020-09-29 15:04 +00C	320	7	0.02188	0	0	2	5	0	Q5	
50	GEO	https://twitter.com/MindstepP/status/1313115558649495554	Start your week fresh & follow our #H2020 proje	2020-10-05 13:55 +00C	1134	34	0.02998	1	1	6	11	7	Q5	
51	GEO	https://twitter.com/MindstepP/status/1316336707680305152	🖋 Will the reformed #CAP be in line with #Biodivers	2020-10-14 11:15 +00C	273	4	0.01465	1	0	0	1	1	Q5	
52	JRC,GEO	https://twitter.com/MindstepP/status/1317013083127271424	What @EU_H2020 #MindstepP project has to offer fc	2020-10-16 08:02 +00C	1603	30	0.01871	4	0	7	2	6	Q5	
53	GEO	https://twitter.com/MindstepP/status/1318518823276978181	🆕 @EurobarometerEU survey is published on #EU f	2020-10-20 11:45 +00C	271	6	0.02214	0	0	2	2	0	Q5	
54	GEO	https://twitter.com/MindstepP/status/1318862243740700673	. @EU_H2020 #MindstepP is following the discussior	2020-10-21 10:30 +00C	240	4	0.01667	0	0	1	1	0	Q5	
55	GEO	https://twitter.com/MindstepP/status/1318872039827099649	Jamie Morrison emphasized the need for coherent pc	2020-10-21 11:09 +00C	444	21	0.0473	1	0	3	2	1	Q5	
56	GEO	https://twitter.com/MindstepP/status/1319243318975496193	📢 Yesterday @EUCouncil agreed on the #CAPreforn	2020-10-22 11:44 +00C	503	9	0.01789	1	0	1	3	4	Q5	
57	GEO	https://twitter.com/MindstepP/status/1321440777030041602	#EU food & drink industry is dominated by #SME	2020-10-28 13:16 +00C	468	72	0.15385	2	0	2	6	23	Q5	
58	GEO	https://twitter.com/MindstepP/status/1324697531792719873	📢 Calling farmers & #SMEs in the EU #agricultu	2020-11-06 12:57 +00C	298	3	0.01007	1	0	1	0	0	Q5	
59	GEO	https://twitter.com/MindstepP/status/1326511915372335110	#EUhaveyoursay 🗳 📢 Yesterday @EU_Commissior	2020-11-11 13:07 +00C	280	8	0.02857	1	0	1	0	3	Q5	
60	GEO	https://twitter.com/MindstepP/status/1329063395287572481	🌾 The reformed #CAP is a key element in achieving	2020-11-18 14:06 +00C	151	2	0.01325	0	0	0	0	2	Q5	
61	GEO	https://twitter.com/MindstepP/status/1331580454055579649	#SMEs in the #agrifood sector will need help to adap	2020-11-25 12:48 +00C	360	2	0.00556	0	0	1	0	0	Q5	
62	GEO	https://twitter.com/MindstepP/status/1331948868225929228	MIND STEP is also attending this seminar: https://t.cc	2020-11-26 13:12 +00C	131	1	0.00763	0	0	1	0	0	Q5	
63	JRC,GEO	https://twitter.com/MindstepP/status/1331975423442423808	What @EU_H2020 #MindstepP project has to offer f	2020-11-26 14:57 +00C	539	10	0.01855	1	0	3	0	1	Q5	
64	GEO	https://twitter.com/MindstepP/status/1332326697853722627	🤓Watch out for our next newsletter! 🆕 ✉️The 2nd	2020-11-27 14:13 +00C	267	3	0.01124	0	0	2	0	0	Q5	50,338
65	GEO	https://twitter.com/MindstepP/status/1333688932899418117	.@EU_H2020 #MindsteP project is also following this	2020-12-01 08:26 +00C	123	0	0	0	0	0	0	0	Q6	
66	GEO	https://twitter.com/MindstepP/status/1334111305184276483	EU @EU_Commission welcomes the political agreeme	2020-12-02 12:24 +00C	192	0	0	0	0	0	0	0	Q6	
67	GEO	https://twitter.com/MindstepP/status/1336649857684168705	📢 Call for @Eu_Commission grants for information	2020-12-09 12:32 +00C	3624	54	0.0149	5	0	7	5	24	Q6	
68	GEO	https://twitter.com/MindstepP/status/1337041463981592577	📢Have your say - The EU consultation on the the roა	2020-12-10 14:28 +00C	167	1	0.00599	0	0	1	0	0	Q6	
69	GEO	https://twitter.com/MindstepP/status/1337362775929221122	📢Get instant news about our project! 🆕 Read our 2	2020-12-11 11:45 +00C	964	6	0.00622	1	0	0	0	2	Q6	
71	GEO	https://twitter.com/MindstepP/status/1339161747647836160	Harmonizing crossWP work: We are having a meeting	2020-12-16 10:53 +00C	254	2	0.00787	0	0	0	0	0	Q6	
72	GEO	https://twitter.com/MindstepP/status/1339214863965581316	Yesterday at the #AgriFish @EU_Council #agricultural	2020-12-16 14:24 +00C	334	2	0.00599	0	0	1	0	1	Q6	
73	GEO	https://twitter.com/MindstepP/status/1339223663787339778	MIND STEP is also following the 2020 EU	2020-12-16 14:59 +00C	357	1	0.0028	0	0	1	0	0	Q6	
74	GEO	https://twitter.com/MindstepP/status/1339224790515806208	MIND STEP is also working on supporting public decis	2020-12-16 15:04 +00C	220	2	0.00909	0	0	1	0	1	Q6	
75	GEO	https://twitter.com/MindstepP/status/1346730678356996097	For the period 2021-27, the @EU_Commission propc	2021-01-06 08:09 +00C	376	3	0.00798	0	0	0	0	2	Q6	
76	GEO	https://twitter.com/MindstepP/status/1351137073856708610	Join the @UN_Water campaign & spread the wc	2021-01-18 11:59 +00C	355	7	0.01972	1	0	4	0	1	Q6	
77	GEO	https://twitter.com/MindstepP/status/1352193546376372225	To achieve #EUGreenDeal & #Farm2Fork goals,	2021-01-21 09:57 +00C	315	4	0.0127	0	0	1	0	2	Q6	
78	GEO	https://twitter.com/MindstepP/status/1356588254624165889	🐄New Policy PaperHow can #groecology share and	2021-02-02 13:00 +00C	1224	27	0.02206	4	0	8	2	8	Q6	

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Nr	Partner	permalink to Tweet	Tweet text	Tweet posted [date]	impressions	engagements	engagement rate	retweets	replies	likes	user profile clicks	url clicks	Quarter (e.g.Q01)	impr cum sum
79	GEO	https://twitter.com/MindstepP/status/1357637049654902785	Don't miss this 🆕 publication"Post-2022 CAP in Trilo	2021-02-05 10:27 +000	842	19	0.02257	2	0	6	4	4	Q6	
80	GEO	https://twitter.com/MindstepP/status/1361987870320431105	👏Kudos for all presentations at the Green Farming	2021-02-17 10:36 +000	809	34	0.04203	1	0	8	1	6	Q6	
81	GEO	https://twitter.com/MindstepP/status/1362027926997368832	How could Copernicus, the EU's Earth observation pr	2021-02-17 13:15 +000	823	21	0.02552	2	0	2	0	7	Q6	
83	GEO	https://twitter.com/MindstepP/status/1362744144137969669	#FutureofCAPThe EU Commission published recomme	2021-02-19 12:41 +000	3540	52	0.01469	4	0	5	0	24	Q6	
84	GEO	https://twitter.com/MindstepP/status/1364556517161246723	#FutureofCAPHow can the EU Common Agricultural P	2021-02-24 12:43 +000	432	12	0.02778	2	0	4	1	2	Q6	
87	GEO	https://twitter.com/MindstepP/status/1367038928625291270	📣 Registration is open for the Good Practice Worksl	2021-03-03 09:07 +000	620	13	0.02097	1	1	1	1	3	Q7	
88	GEO	https://twitter.com/MindstepP/status/1367768726116917249	How can the MIND STEP project contribute to the #E	2021-03-05 09:27 +000	520	15	0.02885	2	0	1	3	5	Q7	
89	GEO	https://twitter.com/MindstepP/status/1369655403026464776	Is the new CAP designed to keep a united agri-food se	2021-03-10 14:24 +000	476	13	0.02731	2	0	2	3	5	Q7	
90	WR, GEO	https://twitter.com/MindstepP/status/1371749903924363265	Greetings to the more than 100 participants at the @	2021-03-16 09:07 +000	1098	50	0.04554	4	0	11	12	0	Q7	
91	GEO	https://twitter.com/MindstepP/status/1372861580875022337	The #Farm2Fork strategy of the #EUGreenDeal includ	2021-03-19 10:44 +000	696	8	0.01149	1	1	4	0	0	Q7	
92	GEO	https://twitter.com/MindstepP/status/1374731835272486920	📣Last day to vote for the #RIAwards2021!Tomorrov	2021-03-24 14:36 +000	266	2	0.00752	0	0	0	1	1	Q7	
93	GEO	https://twitter.com/MindstepP/status/1377518511413690371	📣Don't miss this 🆕 article on sustainable farming a	2021-04-01 07:09 +000	632	14	0.02215	2	0	4	1	4	Q7	
94	GEO	https://twitter.com/MindstepP/status/1382594178257932292	Don't miss this event 👇The #CAPreform close to the	2021-04-15 07:18 +000	293	5	0.01706	1	0	2	1	0	Q7	
95	GEO	https://twitter.com/MindstepP/status/1384508815241056260	📣#Seminar Alert 🕐12 – 14 May 2021The objective	2021-04-20 14:06 +000	299	5	0.01672	1	0	2	1	0	Q7	
96	JRC, GEO	https://twitter.com/MindstepP/status/1385152614082428932	📣We have started our 2nd MIND STEP STAKEHOLDE	2021-04-22 08:44 +000	324	23	0.07099	1	0	5	3	0	Q7	
98	GEO	https://twitter.com/MindstepP/status/1385167600192262146	Happy #EarthDay Regenerative #agriculture counters	2021-04-22 09:44 +000	231	3	0.01299	1	0	1	0	0	Q7	
99	GEO	https://twitter.com/MindstepP/status/1392739879868682243	To honor the upcoming #worldagritourismday an inte	2021-05-13 07:13 +000	327	9	0.02752	1	0	5	0	1	Q7	
100	GEO	https://twitter.com/MindstepP/status/1395001333829283846	Will this new Green Architecture, combined with a re	2021-05-19 13:00 +000	143	6	0.04196	0	0	1	0	1	Q7	
101	GEO	https://twitter.com/MindstepP/status/1397529860361400320	Today and tomorrow EU agriculture ministries meet 1	2021-05-26 12:27 +000	179	3	0.01676	1	0	0	0	1	Q7	73,723
102	GEO	https://twitter.com/MindstepP/status/1402609396400771080	The #RiDaysEU are approachingDon't miss the sessior	2021-06-09 12:51 +000	151	3	0.01987	0	0	1	1	0	Q8	
103	GEO	https://twitter.com/MindstepP/status/1404809586863902739	We are following the discussions of @bioeastsup con	2021-06-15 14:34 +000	118	4	0.0339	1	0	2	0	0	Q8	
105	IAMO, GEO	https://twitter.com/MindstepP/status/1405087700823257090	📣We are having an online WP6 partner meeting no	2021-06-16 08:59 +000	100	10	0.1	1	0	2	2	0	Q8	
106	GEO	https://twitter.com/MindstepP/status/1405128193955315713	🗓Save the Date Landscape 2021 event organised by	2021-06-16 11:40 +000	98	3	0.03061	0	0	1	0	1	Q8	
107	GEO	https://twitter.com/MindstepP/status/1408400126050250754	Are you a researcher interested in #Biodiversity, #Sus	2021-06-25 12:22 +000	219	4	0.01826	2	0	0	0	1	Q8	74,683

MIND STEP LinkedIn posts [in time order]: https://www.linkedin.com/company/mind-step-project/

Nr	Partner	Update link	Created date	Update title	Posted by	Impressions	Clicks	Click through rate	Likes	Comments	Shares	Engagement rate	Quarter (e.g.Q0)	impr cum sum
1	WR	https://www.linkedin.com/feed/update/urn:li:a	09/11/2020	Our project was introduced at the meeting organize	Katalin Balázs, PhD	22	0	0	1	0	0	0.045	Q5	
2	GEO	https://www.linkedin.com/feed/update/urn:li:a	09/11/2020	Stay tuned for Linkedin posts and Tweets (▶#mind	Katalin Balázs, PhD	34	3	0.08824	2	0	0	0.147	Q5	
3	GEO	https://www.linkedin.com/feed/update/urn:li:a	09/29/2020	🔬DYK that the kick-off meeting of the #mindstep	Katalin Balázs, PhD	25	3	0.12	2	0	0	0.2	Q5	
4	GEO	https://www.linkedin.com/feed/update/urn:li:a	09/29/2020	Our project attended the ENRD Workshop: '#Agricul	Katalin Balázs, PhD	39	1	0.02564	2	0	0	0.077	Q5	
5	GEO	https://www.linkedin.com/feed/update/urn:li:a	09/29/2020	🔬DYK that the #mindstep #project website is onlir	Katalin Balázs, PhD	32	0	0	3	0	1	0.125	Q5	
6	WR	https://www.linkedin.com/feed/update/urn:li:a	09/29/2020	The Agrimodels Cluster brings together 3 #H2020 #e	Katalin Balázs, PhD	38	1	0.02632	2	0	1	0.105	Q5	
7	GEO	https://www.linkedin.com/feed/update/urn:li:a	09/29/2020	Would you like to check the project flyer? It is one c	Katalin Balázs, PhD	35	1	0.02857	1	0	0	0.057	Q5	
8	WR	https://www.linkedin.com/feed/update/urn:li:a	09/30/2020	#DYK that #MINDSTEPP #H2020 #EUFunded project	Katalin Balázs, PhD	17	1	0.05882	0	0	0	0.059	Q5	
9	WR	https://www.linkedin.com/feed/update/urn:li:a	09/30/2020	#DYK: the MIND STEP Project participated at the 3rc	Katalin Balázs, PhD	32	0	0	1	0	0	0.031	Q5	
10	GEO	https://www.linkedin.com/feed/update/urn:li:a	09/30/2020	#Tbt Did you spot our #EUFunded #MINDSTEP #H2	Katalin Balázs, PhD	33	0	0	1	0	0	0.03	Q5	
11	GEO	https://www.linkedin.com/feed/update/urn:li:a	10/01/2020	Be sure to check the latest developments and to lea	Katalin Balázs, PhD	29	2	0.06897	1	0	1	0.138	Q5	
12	UCSC	https://www.linkedin.com/feed/update/urn:li:a	10/01/2020	Challenging policy questions for the agricultural sec	Katalin Balázs, PhD	47	2	0.04255	2	0	1	0.106	Q5	
13	UCSC	https://www.linkedin.com/feed/update/urn:li:a	10/01/2020	During our 1st Stakeholder Online Workshop we rec	Katalin Balázs, PhD	111	2	0.01802	3	0	0	0.045	Q5	
14	GEO	https://www.linkedin.com/feed/update/urn:li:a	10/01/2020	Are you attending the #webinar series organized by	Katalin Balázs, PhD	23	0	0	0	0	0	0	Q5	
15	GEO	https://www.linkedin.com/feed/update/urn:li:a	10/01/2020	All partners in MIND STEP are excitedly preparing fc	Katalin Balázs, PhD	138	0	0	4	0	0	0.029	Q5	
16	GEO	https://www.linkedin.com/feed/update/urn:li:a	10/14/2020	Will the reformed CAP be in line with Biodiversity St	Réka Keresztes	47	1	0.02128	3	0	1	0.106	Q5	
17	GEO	https://www.linkedin.com/feed/update/urn:li:a	10/20/2020	New Eurobarometer survey is published by the Eurc	Réka Keresztes	42	1	0.02381	3	0	1	0.119	Q5	
18	GEO	https://www.linkedin.com/feed/update/urn:li:a	10/22/2020	Yesterday Council of the European Union agreed on	Réka Keresztes	43	2	0.04651	1	0	3	0.14	Q5	
19	GEO	https://www.linkedin.com/feed/update/urn:li:a	10/28/2020	The EU food & drink industry is dominated by SMEs	Réka Keresztes	36	1	0.02778	0	0	0	0.028	Q5	
20	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/05/2020		Katalin Balázs, PhD	30	0	0	0	0	0	0	Q5	
21	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/06/2020		Katalin Balázs, PhD	20	1	0.05	0	0	0	0.05	Q5	
22	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/06/2020	Calling farmers & SMEs in the EU agriculture sector!	Réka Keresztes	48	1	0.02083	1	0	0	0.042	Q5	
23	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/11/2020	#EUhaveyoursay Yesterday European Commission la	Réka Keresztes	46	2	0.04348	2	0	1	0.109	Q5	
24	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/12/2020		Katalin Balázs, PhD	32	1	0.03125	1	0	0	0.063	Q5	
25	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/13/2020		Katalin Balázs, PhD	33	2	0.06061	0	0	0	0.061	Q5	
26	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/18/2020	The reformed #CAP is a key element in achieving the	Réka Keresztes	53	1	0.01887	3	0	1	0.094	Q5	
27	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/25/2020	#SMEs in the #agrifood sector will need help to adap	Réka Keresztes	42	0	0	1	0	0	0.024	Q5	
28	JRC	https://www.linkedin.com/feed/update/urn:li:a	11/26/2020	What the EU H2020 Mind-Step Project has to offer f	Katalin Balázs, PhD	53	1	0.01887	3	0	1	0.094	Q5	
29	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/26/2020		Katalin Balázs, PhD	41	2	0.04878	0	0	0	0.049	Q5	
30	GEO	https://www.linkedin.com/feed/update/urn:li:a	11/27/2020	😊Watch out for our next newsletter!The 2nd MIN	Katalin Balázs, PhD	52	4	0.07692	1	0	0	0.096	Q5	1273
31	GEO	https://www.linkedin.com/feed/update/urn:li:a	12/01/2020	The MIND STEP #H2020 project - Modelling Individu	Katalin Balázs, PhD	44	0	0	1	0	0	0.023	Q6	
32	GEO	https://www.linkedin.com/feed/update/urn:li:a	12/02/2020	European Commission welcomes the political agree	Réka Keresztes	42	0	0	2	0	0	0.048	Q6	
33	GEO	https://www.linkedin.com/feed/update/urn:li:a	12/09/2020	Call for European Commission grants for information	Réka Keresztes	46	2	0.04348	0	0	0	0.043	Q6	

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Nr	Partner	Update link	Created date	Update title	Posted by	Impressions	Clicks	Click through rate	Likes	Comments	Shares	Engagement rate	Quarter (e.g.Q0	impr cum sum
34	GEO	https://www.linkedin.com/feed/update/urn:li:a	12/11/2020	MIND STEP 2ND NEWSLETTER IS OUTWe are very pl	Katalin Balázs, PhD	54	3	0.05556	1	0	0	0.074	Q6	
35	UCSC	https://www.linkedin.com/feed/update/urn:li:a	12/11/2020	MIND STEP RESULTS:D1.1: Key #policy questions for	Katalin Balázs, PhD	61	4	0.06557	6	0	2	0.197	Q6	
36	GEO	https://www.linkedin.com/feed/update/urn:li:a	12/16/2020	Yesterday at the #AgriFish Council of the European	Réka Keresztes	65	1	0.01538	2	0	1	0.062	Q6	
37	GEO	https://www.linkedin.com/feed/update/urn:li:a	02/05/2021	New Policy Paper! How can #agroecology share and	Evdokia Bairampa	125	8	0.064	2	0	1	0.088	Q6	
38	GEO	https://www.linkedin.com/feed/update/urn:li:a	02/05/2021	Don't miss this NEW publication"Post-2022 CAP in T	Evdokia Bairampa	49	2	0.04082	3	0	0	0.102	Q6	
39	UCSC	https://www.linkedin.com/feed/update/urn:li:a	02/11/2021	The MIND STEP #H2020 project aims at delivering a	Katalin Balázs, PhD	37	1	0.02703	4	0	0	0.135	Q6	
40	GEO	https://www.linkedin.com/feed/update/urn:li:a	02/17/2021	How could Copernicus, the EU's Earth observation p		46	1	0.02174	1	0	0	0.043	Q6	
41	UBO	https://www.linkedin.com/feed/update/urn:li:a	02/18/2021	Kudos ILR/ZEF @UniBonn colleagues in #MINDstepF	Katalin Balázs, PhD	63	6	0.09524	3	0	1	0.159	Q6	
42	GEO	https://www.linkedin.com/feed/update/urn:li:a	02/19/2021	#FutureofCAP The European Commission published		81	0	0	2	0	1	0.037	Q6	
43	GEO	https://www.linkedin.com/feed/update/urn:li:a	02/24/2021	How can the #EU Common Agricultural Policy and tl		315	11	0.03492	4	0	0	0.048	Q6	
44	IIASA	https://www.linkedin.com/feed/update/urn:li:a	02/26/2021	Our partners involved in Work Package 5 (WP5) rec		62	12	0.19355	2	0	0	0.226	Q6	2363
45	GEO	https://www.linkedin.com/feed/update/urn:li:a	03/03/2021	📣 Registration is open for the Good Practice Work		110	4	0.03636	3	0	0	0.064	Q7	
46	GEO	https://www.linkedin.com/feed/update/urn:li:a	03/05/2021	How can the MIND STEP project contribute to the #		87	4	0.04598	5	0	0	0.103	Q7	
47	GEO	https://www.linkedin.com/feed/update/urn:li:a	03/10/2021	Is the new CAP designed to keep a united agri-food		99	5	0.05051	3	0	1	0.091	Q7	
48	GEO	https://www.linkedin.com/feed/update/urn:li:a	03/19/2021	The #Farm2Fork strategy of the #EUGreenDeal inclu	Evdokia Bairampa	79	2	0.02532	3	0	0	0.063	Q7	
49	GEO	https://www.linkedin.com/feed/update/urn:li:a	04/01/2021	Don't miss this new article published on EURACTIV	Evdokia Bairampa	80	3	0.0375	3	0	0	0.075	Q7	
50	THÜNEN	https://www.linkedin.com/feed/update/urn:li:a	04/09/2021	Read the open access research paper by colleagues	Aleksandra Zivanovic	55	4	0.07273	4	0	1	0.164	Q7	
51	GEO	https://www.linkedin.com/feed/update/urn:li:a	04/22/2021	Happy #EarthDay 🌍 Regenerative #agriculture cou	Evdokia Bairampa	124	1	0.00806	7	0	0	0.065	Q7	
52	GEO	https://www.linkedin.com/feed/update/urn:li:a	05/13/2021	To honor the upcoming #worldagritourismday an in	Evdokia Bairampa	44	0	0	0	0	0	0	Q7	
53	GEO	https://www.linkedin.com/feed/update/urn:li:a	05/26/2021	Today and tomorrow EU agriculture ministries meet	Evdokia Bairampa	80	2	0.025	2	0	0	0.05	Q7	3121
54	GEO	https://www.linkedin.com/feed/update/urn:li:a	06/09/2021	The #RiDaysEU are approaching!Don't miss the sess	Evdokia Bairampa	30	1	0.03333	1	0	1	0.1	Q8	
55	GEO	https://www.linkedin.com/feed/update/urn:li:a	06/16/2021	Save the Date Landscape 2021 event organised by L	Evdokia Bairampa	33	2	0.06061	3	0	1	0.182	Q8	
56	GEO	https://www.linkedin.com/feed/update/urn:li:a	06/25/2021	Are you a researcher interested in biodiversity, susta	Evdokia Bairampa	29	1	0.03448	2	0	0	0.103	Q8	3213