

**MIND
STEP**



MODELLING INDIVIDUAL DECISIONS TO SUPPORT THE EUROPEAN POLICIES RELATED TO AGRICULTURE

Deliverable Report D8.5 Interim report 2 on communication, dissemination and impact of project activities

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EXECUTIVE SUMMARY

This deliverable provides a summary of the communication and dissemination (COMDISS) activities in MIND STEP between month 23 and 40 of the project. This is an update to the deliverable *D8.3 Interim report on communication, dissemination and impact of project activities*.

The objectives of communication and dissemination in MIND STEP have been to:

- Maximise the visibility of the project towards the intended target groups, including policy stakeholders, administrations, and the scientific community;
- Facilitate outreach and engagement of key actors through the MIND STEP Platform;
- Convey the project outcomes to the relevant stakeholders, key actors, and end-users;
- Maximise the exploitation potential of the project results and coordinate preparations for post-project exploitation.

Communication and dissemination activities have been carefully planned, continuously implemented, and regularly monitored throughout the project. All project partners are involved in dissemination and exploitation to foster awareness and transfer results for impact, especially in their own countries and across the European Union. After the project's kick-off meeting, one representative of each consortium partner team was assigned as Communication-Dissemination-Exploitation Officer (COMDISS Officer). Geonardo, as Work Package leader, has been in continuous communication with COMDISS Officers who keep records of partner's communication and dissemination activities in a template developed for this purpose in a shared online database. Furthermore, regular online meetings of COMDISS Officers are organised and serve the purpose of continuous planning, supervision, and improvement of communication and dissemination activities

The current document analyses the COMDISS activities of the consortium carried out between month 23 and month 40 of the project. It sets out the impact assessment of:

- Communication activities/channels including the project website, social media channels, newsletters, communication through European Commission and other channels;
- Dissemination materials and publications;
- External peer-to-peer exchanges;
- Key Performance Indicators related to communication and dissemination activities.

The report is structured in a way to provide updates on the COMDISS activities conducted via each of the different channels and tools used in WP8. As such, it covers all online and offline activities conducted individually or jointly by the different partners in the period concerned. It also provides an assessment of the activities as well as of the effectiveness of the different tools and channels with a view to delivering on the objectives and KPIs of communication and dissemination in MIND STEP.



1. COMMUNICATION AND DISSEMINATION CHANNELS IN MIND STEP

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.

2. 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/>

The website was created in line with the visual identity and is 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. A total of **85 news items** were published on the project website to date. Between 1 July 2021 and 16 December 2022, 28 news items were published. For details on these news items on the MIND STEP project, please refer to <https://mind-step.eu/news-and-events>.

The website also contains:

- Information about the [MIND STEP project](#) and its [work packages](#)
- [Project partners](#) (Figure 3)
- [Stakeholder Advisory Board \(SAB\)](#)
- [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



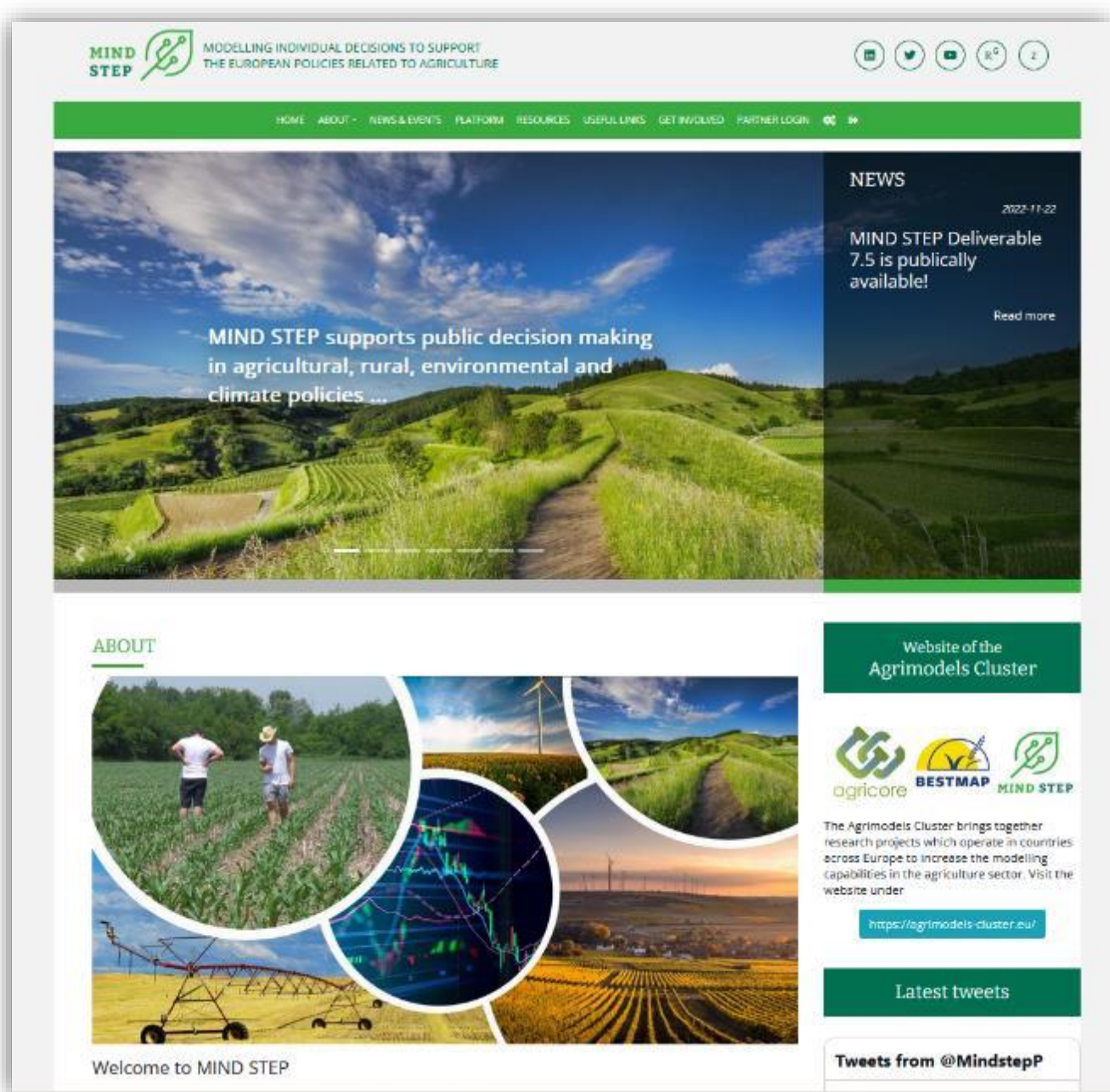


Figure 1. Welcome page of the MIND STEP website: <https://mind-step.eu/> (as of 10 December 2022)

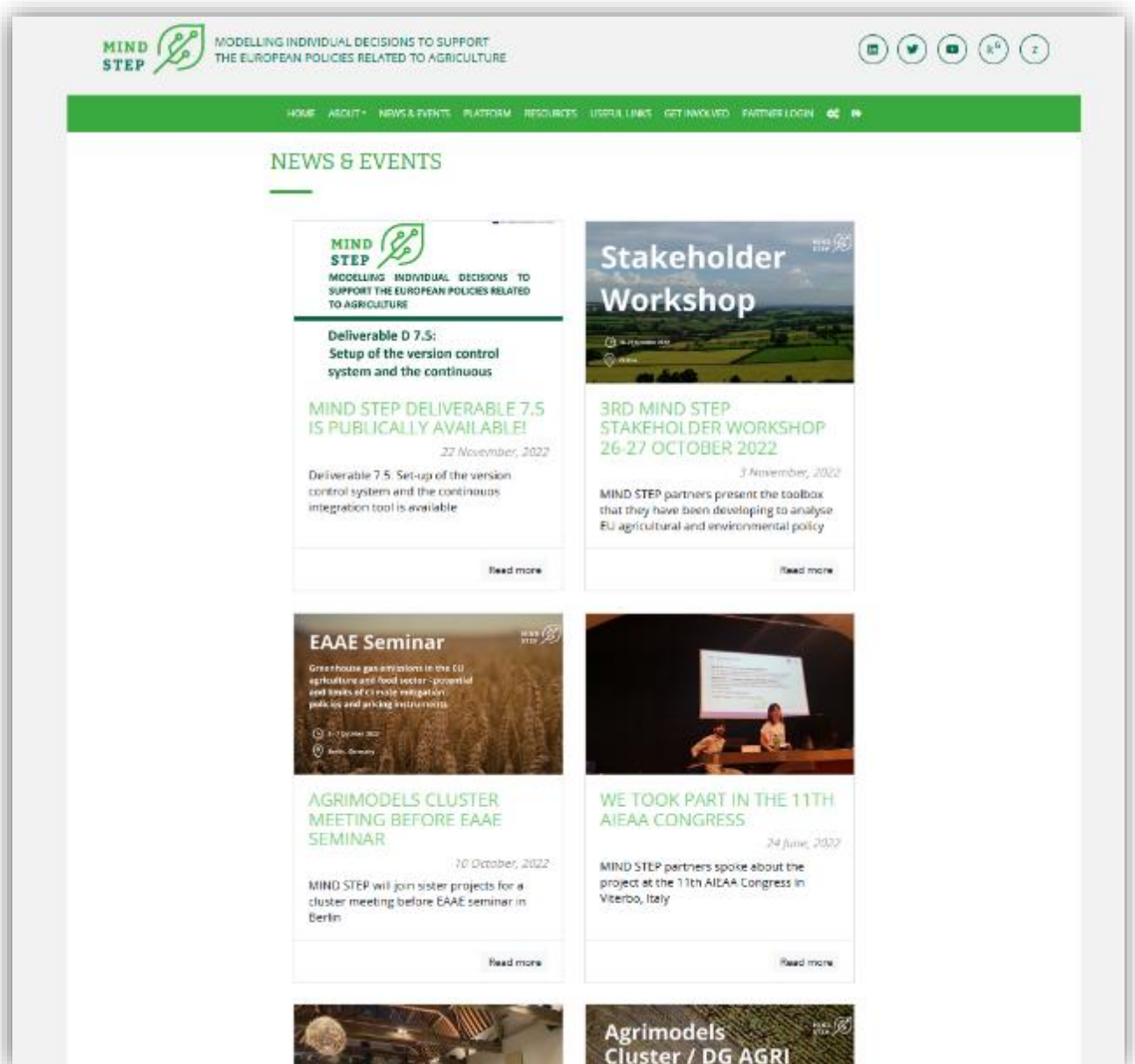


Figure 2. The News and Events section of the project website (10 December 2022)

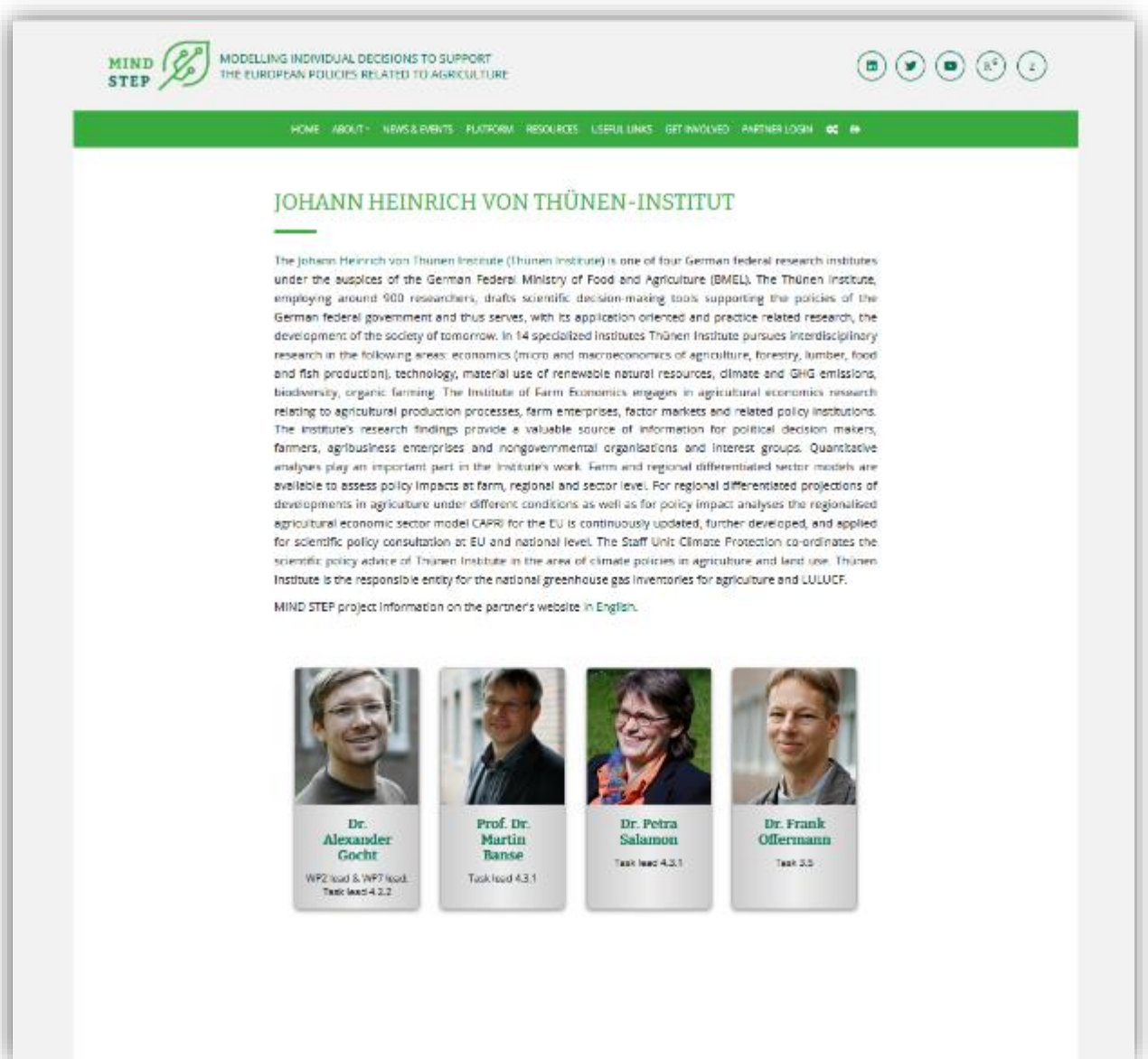


Figure 3. Structure of the About menu and an example of a partner page

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 **6,414 sessions** for the period between July 2021 (Month 23) and December 2022 (Month 40). This exceeds the initial target over the project lifetime of “more than 5,000 visits”. In the previous report for the first 18 months of the project the number of sessions reported was 4,417.

Number of users

The total number of users from November 2019 until December 2022 is 7,037. In the first 22 months there were 3,058 users, and between month 23 and month 40 there were 4,438 users.

The largest number of users was observed in **May 2022, after MIND STEP participated in three important events** in that month, the first one was the **AGRIMODELS Cluster workshop**, organized under the BESTMAP project on 12 May 2022. On 19-20 May 2022, an **internal project meeting on the**



MIND STEP model toolbox was led by the Work Package Leader 5 (IIASA), and on 23 May 2022 there was another workshop organized by Agricore and BESTMAP projects in Brussel together with DG AGRI.

An illustration of the highest peak in number of new users accessing the website through October 2021 – October 2022 is shown in

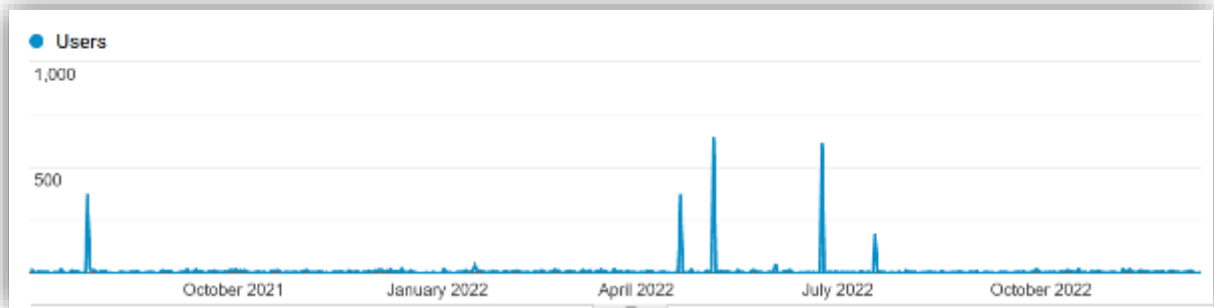


Figure 4.

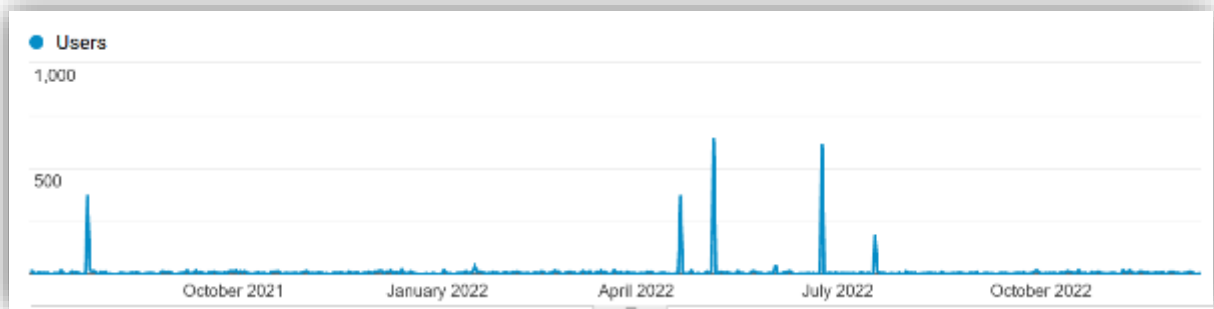


Figure 4. Graphic of growth of MIND STEP website new users in a breakdown by weeks (October 2021 to October 2022) (Source: Google Analytics).

Regarding the users of the website, 82.2 % are new visitors, as illustrated in Figure 5.

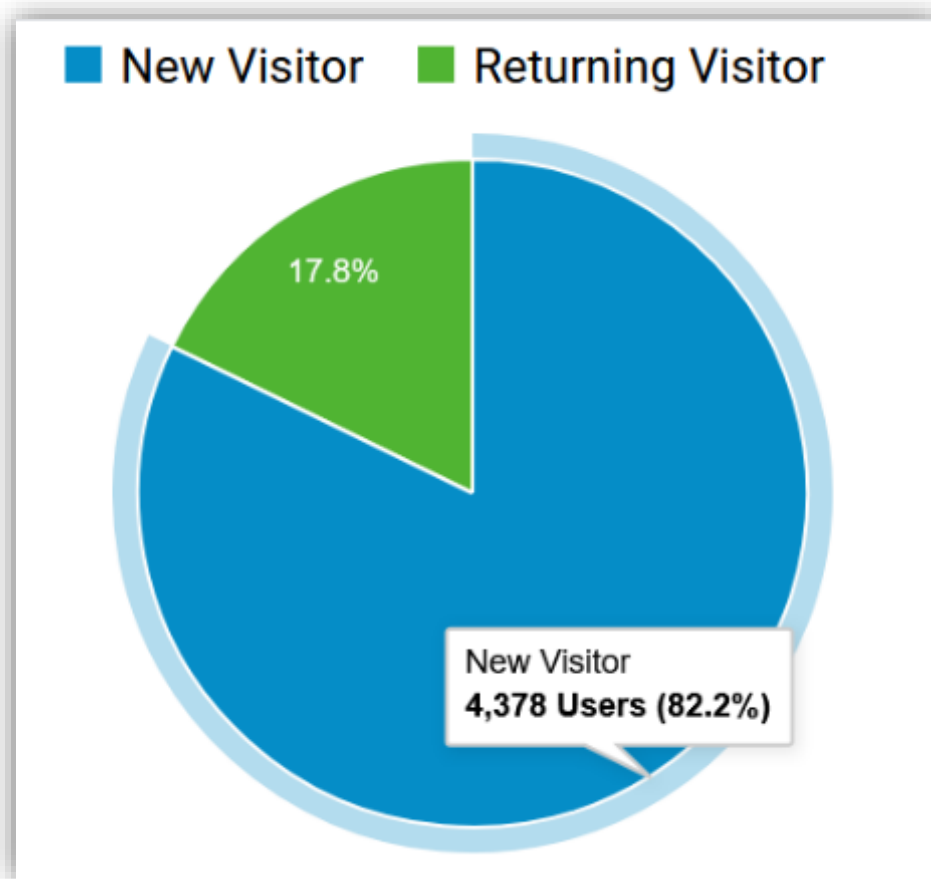


Figure 5. Number of users of the MIND STEP website, new and returning (1 July 2021- 13 December 2022) (Source: Google Analytics).

Sessions

There was a total number of 6,414 sessions between month 23 and month 40 of the project (July 2021 – December 2022). On average, a user visited the website almost one and a half times (1.44), a session lasted on average for 1 minute and 11 seconds, and 1.95 pages on average were viewed per session (Figure 6).

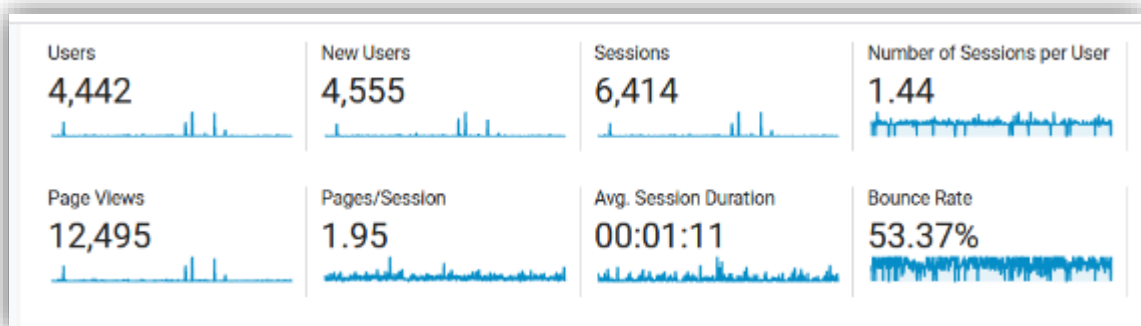


Figure 6. Website statistics (1 July 2021 to 13 December 2022) (Source: Google Analytics).

Page views



The total number of pages viewed was 12,495 (including repeated views of a single page), with a peak on 6 May 2022 with 1,247 views (

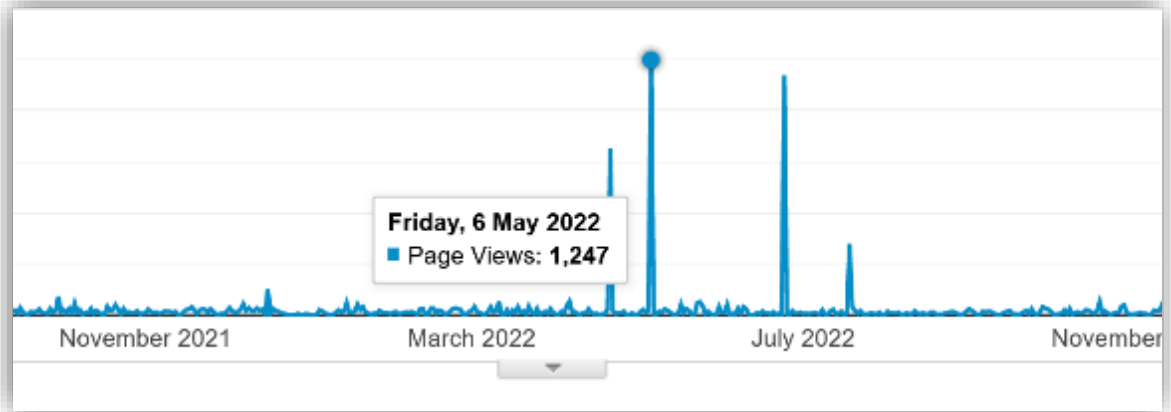


Figure 7).

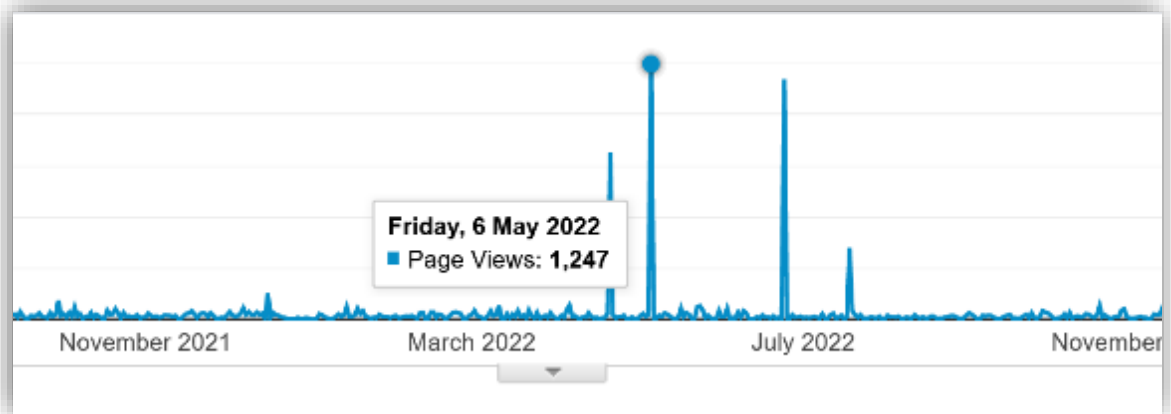


Figure 7. Graphic of MIND STEP page views in a breakdown by days (1 November 2019 to 23 June 2021).

3. 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.



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)

Figure 8. Front cover of D8.2

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,
- 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 integrated into the project website <https://mind-step.eu/platform> (Figure 9).

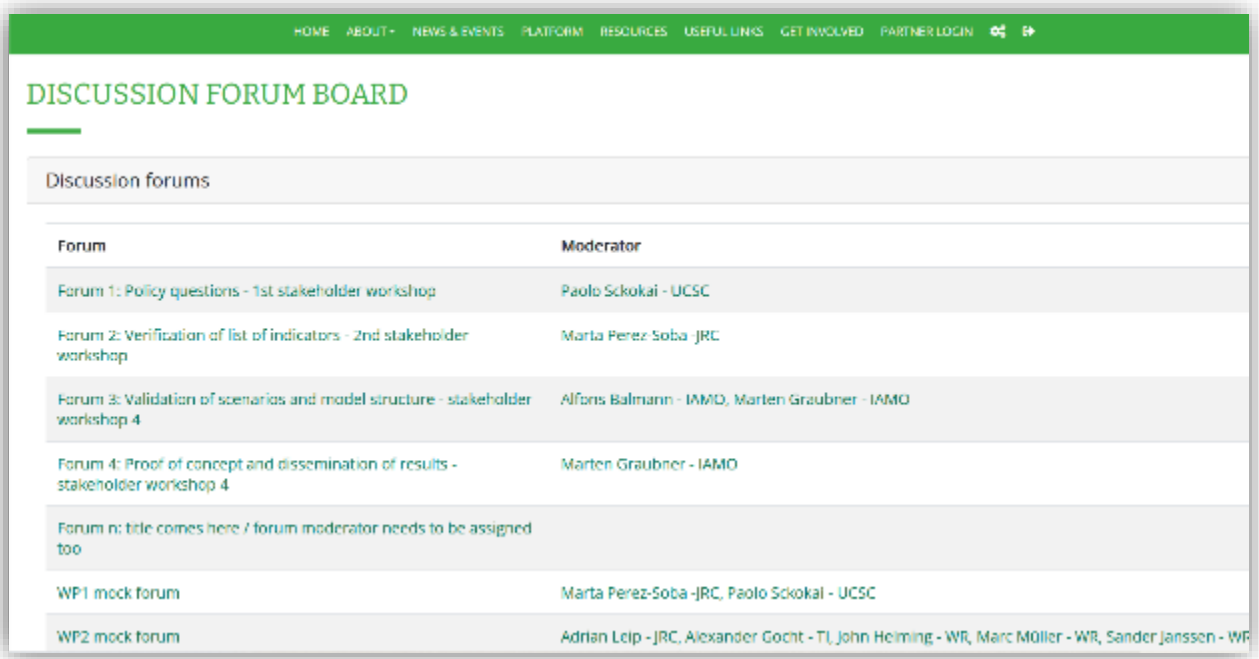


Figure 9. The MIND STEP Platform Discussion Forum Board

The MIND STEP Platform is a discussion forum board organized into various Discussion Forums. A Discussion Forum covers major topics 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. Figure 9 shows the Forum Managers and titles of the topics. 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. Consortium partners receive login credentials in an invitation email automatically.

4. SOCIAL MEDIA CHANNELS

Communication and dissemination activities continue to be actively carried out through project social media channels. A LinkedIn page is used to reach the professional audience, and Twitter is aimed at reaching both professionals and the general public. Figure 100 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 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 10. Page of the MIND STEP Twitter account.
<https://twitter.com/MindstepP>

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 13 December 2022, the number of Followers on Twitter was **567**. We expect that this number will increase in the upcoming period of the project in parallel with the publications and results which will be produced and disseminated in the next months. The initial target over the project lifetime is 800 followers. MIND STEP follows 533 other Twitter accounts, including those of other relevant EU projects (e.g. AGRICORE, AGROMIX, BESTMAP, CONSOLE, DIONE, MEF4CAP, niva4cap, FUSILLI, , IDAIert project, IntercropValuES, FARMWELL).

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, CEE2ACT, 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, PIXELports, PoliRural, POWER4BIO, Ruralization, SHERPA, SIMRA, SmartAgriHubs, SMARTCHAIN, SoilDiverAgro, SUPER-G, SURE-Farm, Stargate, Swinostics, UNISECO, VIVALDI, , IDAIert project, IntercropValuES, FARMWELL), 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 11 contains values for metrics relating to the MIND STEP Twitter account.

Table 1. Analysis of metrics of tweet activity for the period July 2021 – December 2022

Metrics	Number	Explanation
Total number of original tweets	43	Number of Tweets from the MIND STEP Twitter account
Impressions	25,331	Number of times MIND STEP Tweets on were viewed on Twitter
Engagements	749	Number of times there were interactions with MIND STEP Tweets
Likes	164	Number of times people liked a MIND STEP tweet
URL clicks	81	Number of clicks on a URL or card in MIND STEP tweets
Retweets	86	Number of times MIND STEP tweets were retweeted
Hashtag clicks	11	Number of times hashtags in MIND STEP tweets were clicked

Top tweets

During the 40 months of the project 299 posts were tweeted (number of original tweets) and between July 2021 and December 2022 43 original tweets were posted. The top project tweet between month 23 and month 40 was posted in March 2022. It was about the annual project meeting in Piacenza and got 1,088 impressions (

Figure 11). The total of impressions accumulated since the beginning of the project was 100,014 (74,683 reported in the first 18 months of the project and 25,331 from month 23-40).



The engagement rate of the MIND STEP project in Twitter is very positive with an engagement rate of 1.06%. Most social media marketing experts agree that **a good engagement rate is between 1% to 5%**. The more followers in an account, the harder it is to achieve a higher %. Engagement rate on Twitter is calculated as the sum of: (Likes + Retweets + Quotes + Replies) divided by the number of tweets, then by the total number of followers, then multiplied by 100.



Figure 11. 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 91.5K followers (as of December 2022). Top followers in the first and second year of the project are described in **Error! Reference source not found.**

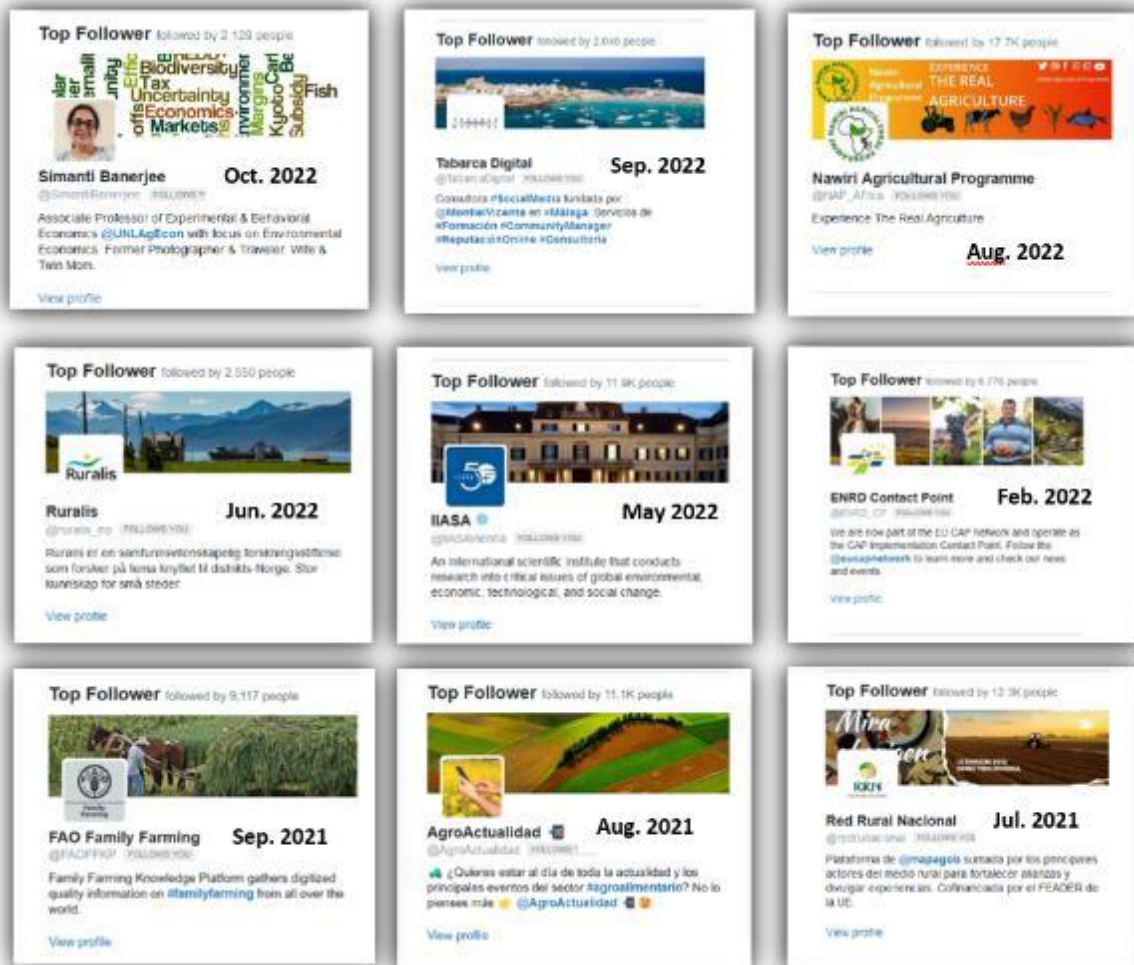


Figure 12. Top followers between July 2021- December 2022

4.2. LinkedIn analytics

The project LinkedIn page is shown in figure 13. 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 between December 2021 and December 2022. As of 14 December 2022, there are a total of **120 followers** of the MIND STEP project company account in LinkedIn and for the period of December 2021 – December 2022 there were 48 new followers registered.



Figure 13. Project LinkedIn page at <https://www.linkedin.com/company/mind-step-project/>

Figure 14 shows the distribution of page views and Figure 158 the number of impressions generated on the LinkedIn page.

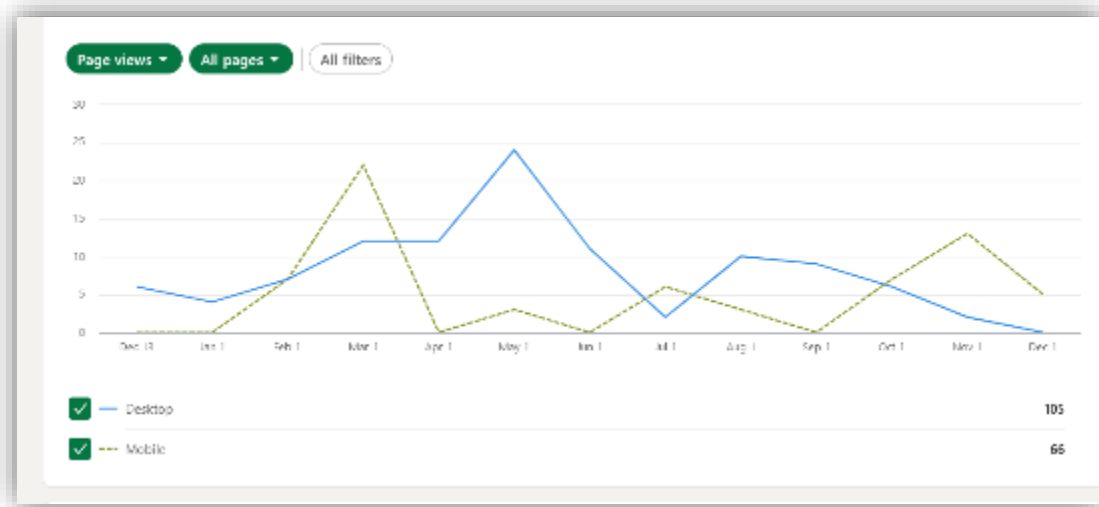


Figure 14. Total number of page views and unique visitors over time (1 December 2021 to 13 December 2022).

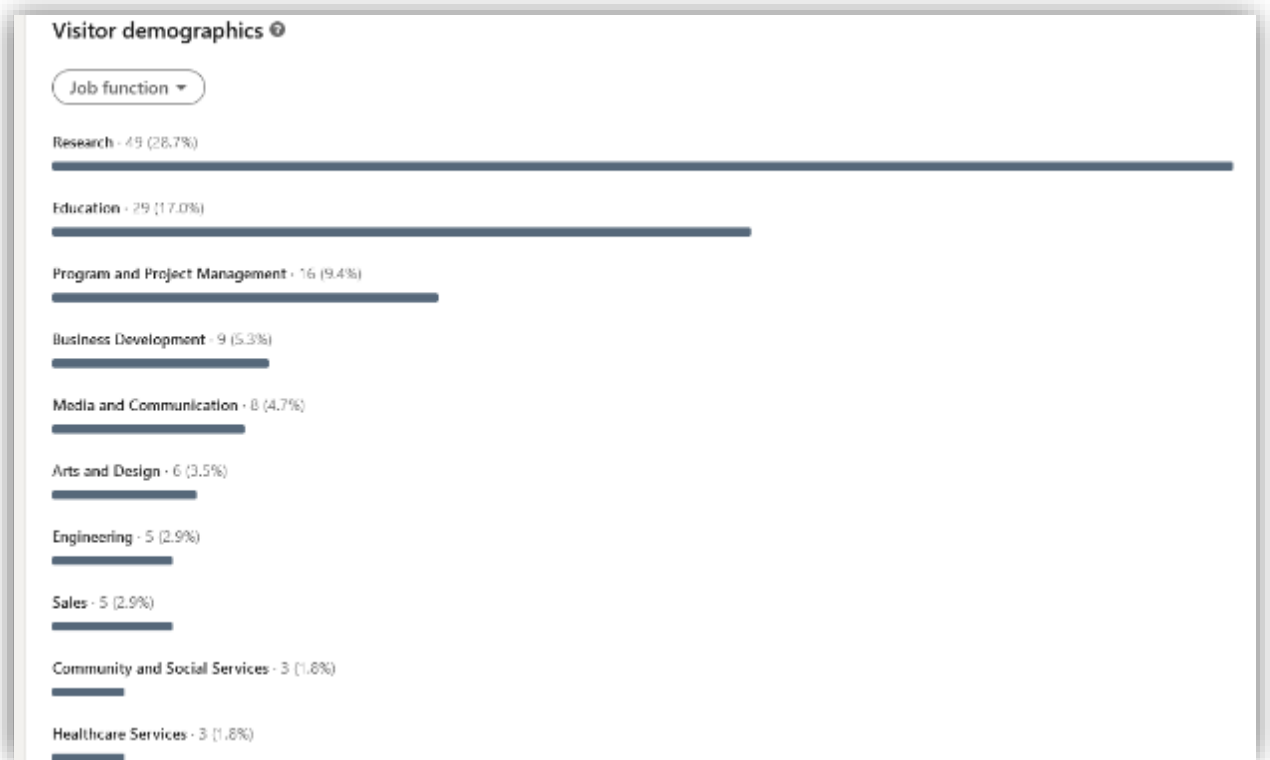


Figure 15. Visitor demographics over the whole project duration (40 months)

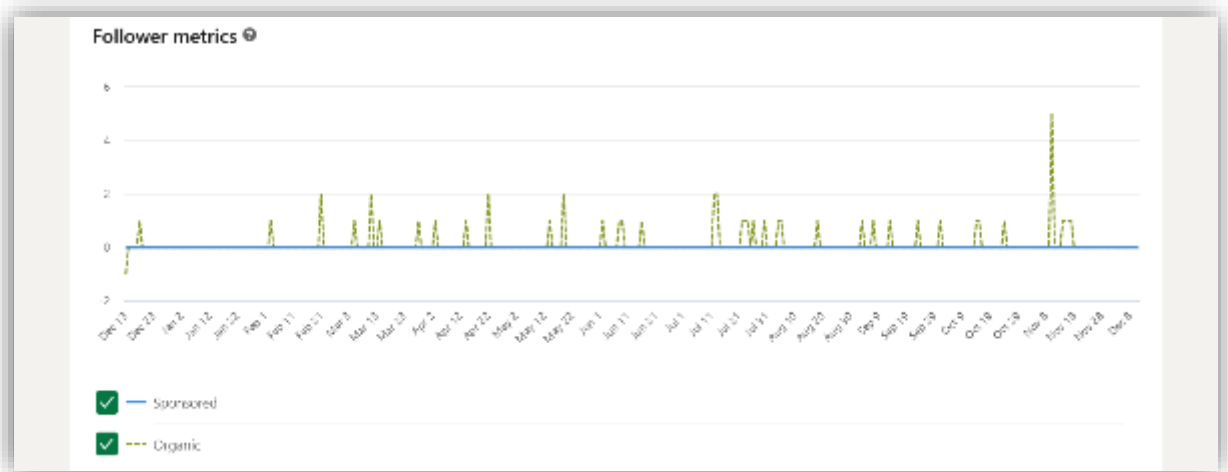


Figure 16. Number of new LinkedIn followers between December 2021-December 2022

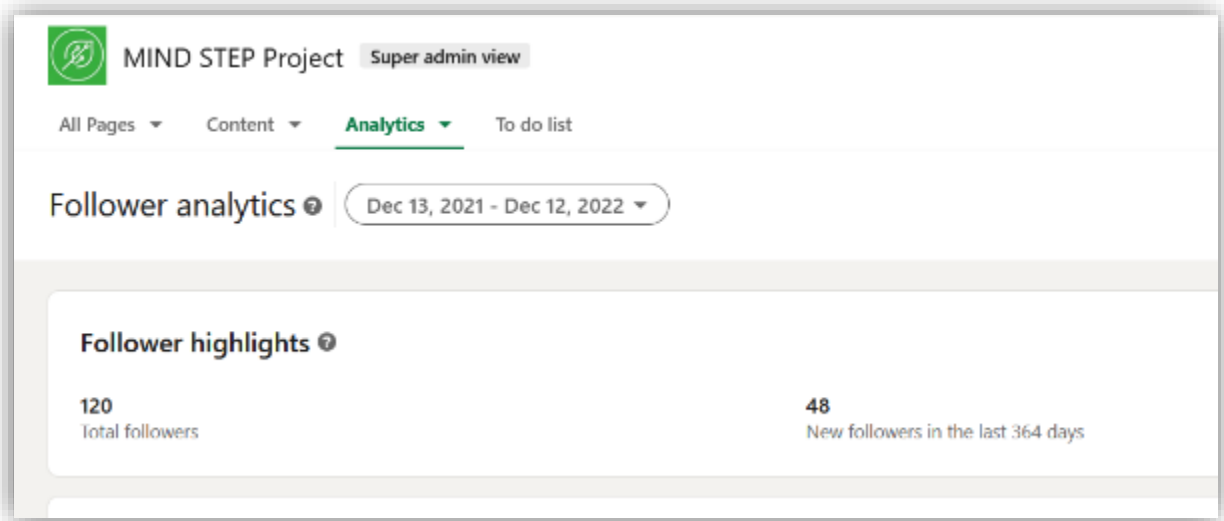


Figure 17. Follower highlights December 2021-December 2022

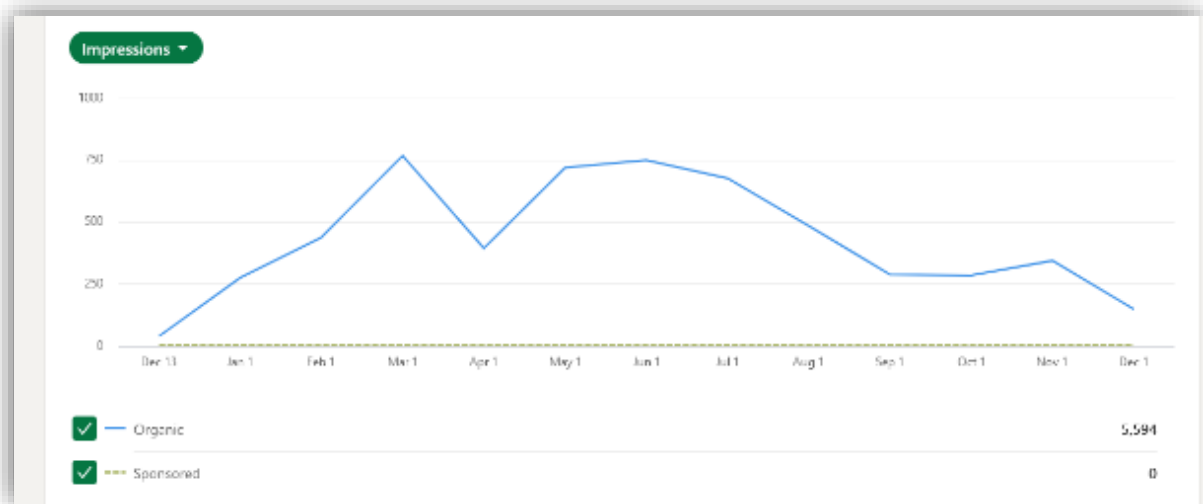


Figure 18. Project LinkedIn page impressions and engagement rates between December 2021-2022

The top 3 posts about the progress of the project on the MIND STEP LinkedIn page obtained 1274 impressions respectively (Figure 19).

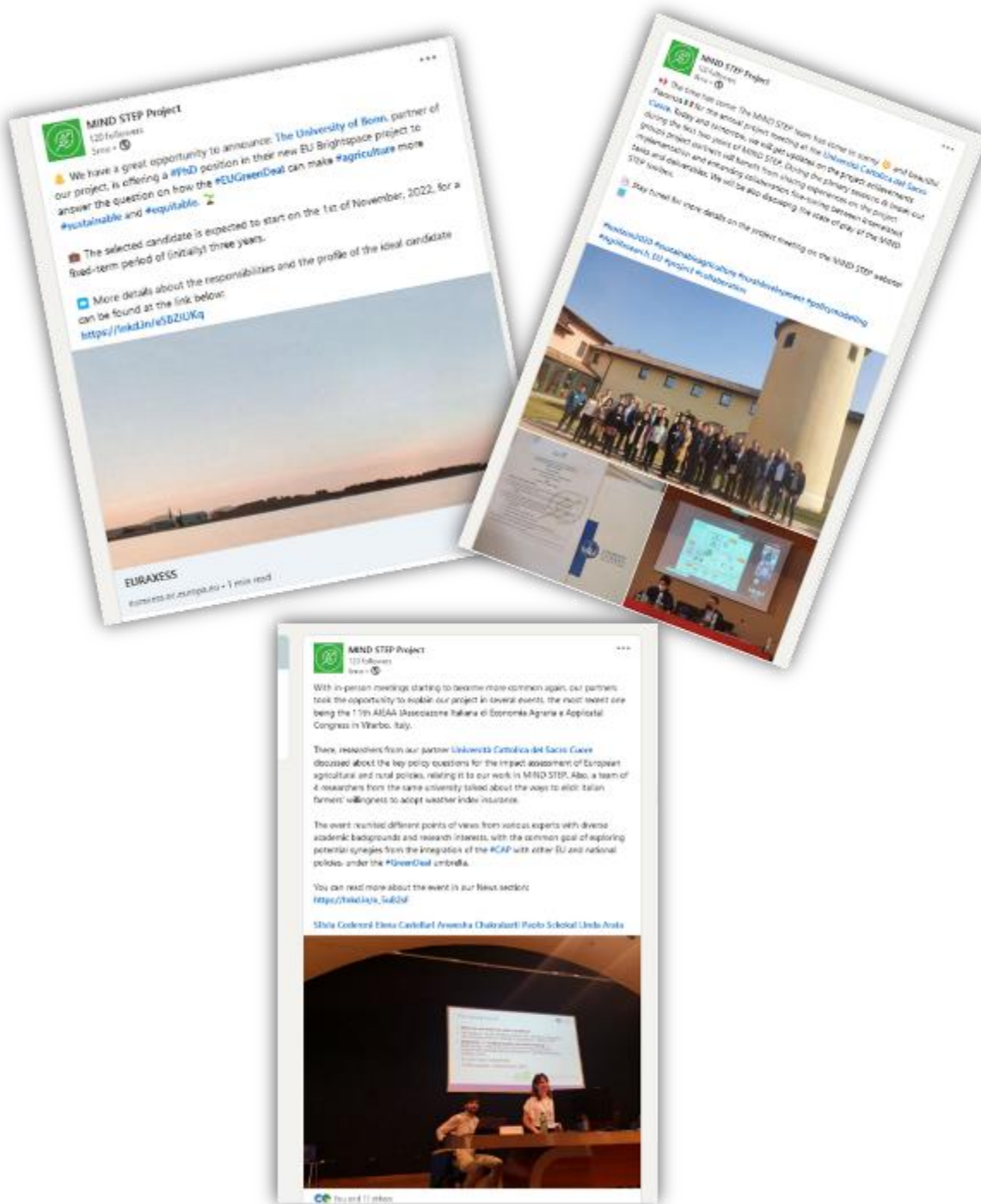


Figure 19. Images from the 3 most popular posts about the progress of the project on the MIND STEP LinkedIn page

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 20), for example they highlight workshops, lectures where MIND STEP is promoted as well as meetings with sister projects' fellows.

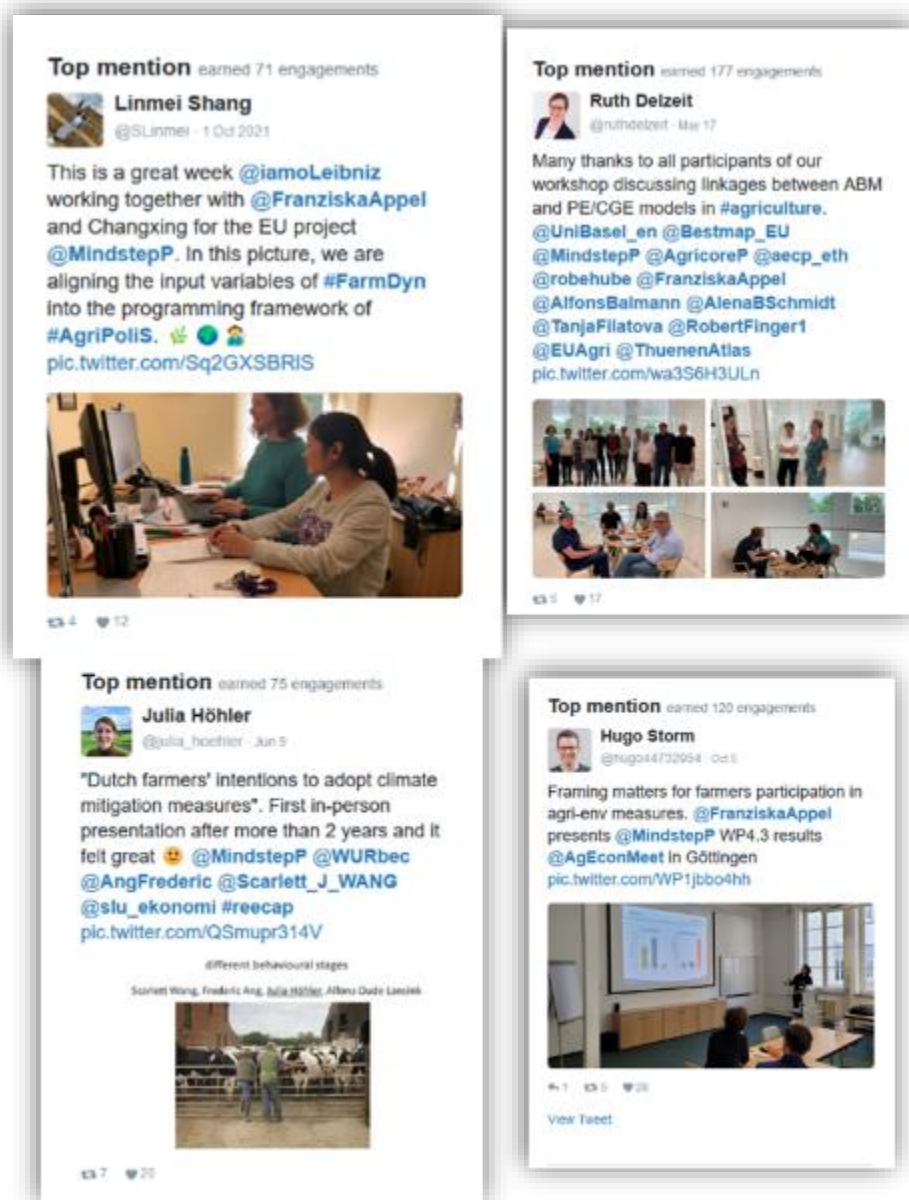


Figure 20. Examples of top mentions on Twitter by project partners and sister projects' fellows

6. ON-LINE REPOSITORIES

A MIND STEP project page was opened on **ResearchGate (RG)**. 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.

On the other hand, 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. Regular updates by partners in both of these platforms and scientific networks will be consulted and discussed during the 12th Communication and Dissemination meeting on 27 January 2023.

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.

Between July 2021 and December 2022 two newsletters were published. The 6th edition (December 2022) is under preparation, it will be released on 16 December 2022. These newsletters are available for download both from the **Newsletters section** and the Resources section of the website: <https://mind-step.eu/resources>

The 4th **MIND STEP Project Newsletter** was published in December 2021 (**Error! Reference source not found.**), and was promoted at the project website, the social media channels of the project. 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.

The 5th **MIND STEP project newsletter** was issued in June 2022 and was promoted at the project website, the social media channels of the project. It contains latest news from MIND STEP activities, events and deliverables. We also gave a short summary of happenings in the AGRIMODELS Cluster, and recent highlights of the fellow projects AGRICORE and BESTMAP.





Figure 21. Highlights of the 4th and 5th editions of the MIND STEP newsletter

The 6th MIND STEP project newsletter will be released on 16 December 2022 (Figure 22) drawing the attention to the latest news from the project, events and conferences.

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 125** as of 15 December 2022.

The 6-monthly newsletters are compiled and edited by GEO with contributions from all partners.



MODELLING INDIVIDUAL DECISIONS TO SUPPORT THE EUROPEAN POLICIES RELATED TO AGRICULTURE



Figure 22. Snapshots from the 6th MIND STEP newsletter

8. 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.

Direct engagement with DG Agri and other DGs

The 3rd Stakeholder workshop was held on 26-27 October 2022 ([see news item](#)), with the presence of **DG-AGRI** and **DG-CLIMA** representatives; however, the MIND STEP project partners are in constant communication with representatives of different DGs, in previously mentioned events such as the AGRICLUSTER /DG AGRI workshop on 23 May ([see news item](#)), 2022 in Brussels where WR representatives presented MIND STEP latest results.



Dissemination Materials and Publications

After the creation of the communication pack during the first 22 months of the project (project leaflet, roll-up poster, generic project poster and videos), specific infographic material was produced for the 3rd Stakeholder Workshop. This material consisted in two storylines which were collectively drafted by the members of the modelling team in MIND STEP and GEO was responsible for the preparation of the visual material.



Figure 23. MIND STEP Storylines for 3rd Stakeholder Workshop

9. PUBLICATIONS AND COMMUNICATION IN MASS MEDIA

This deliverable reports on communication, dissemination and impact of project activities during the period of July 2021 (month 23) and December 2022 (month 40). It 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.

Activities were carried out by the 11 partners during the report period (month 23-40). Approximately 150 members of audiences of various categories were reached either in person or in a countable manner (Figure 24).

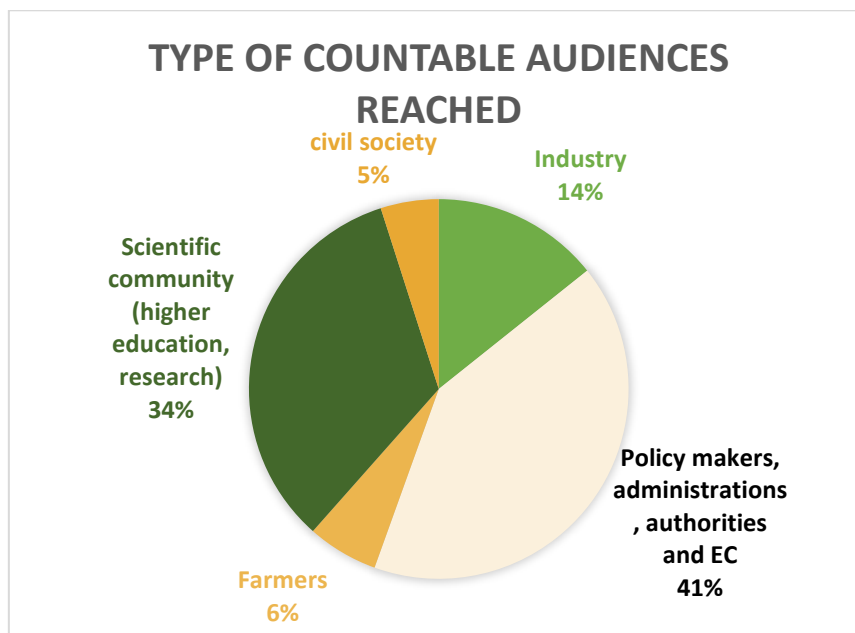


Figure 24: Type(s) of countable audiences reached (multiple choices are possible) – a summary from partner level quarterly reports

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. The most popular form of activity used by most of the partners was oral or other type of presentation. In the industry sector a total number of 26 individuals were reached, policy makers accounts for 75 people. 11 farmers were part of the MIND STEP audience and 9 members of civil society were accounted. The scientific community was represented by 61 individuals as part of the MIND STEP audience. This information was extracted from the communication and dissemination report templates, shared and filled by project partners.

10. OPEN ACCESS SCIENTIFIC PUBLICATIONS

During the period of July 2021 – December 2022, one scientific publication was available with Open Access.

- **Key policy questions for ex-ante impact assessment of European agricultural and rural policies-** Silvia Coderoni, et al. Environmental Research Letters. Volume 16, Number 9 (8 September 2021).

A scientific article was reported by Bonn University (not available in Open Access):

- **Implementing an Approximation of Cumulative Prospect Theory into Mixed Linear Programming- an Application to Bio-Economic Modelling at Farm-Scale Considering Crop Insurance** – Wolfgang Britz- German Journal of Agricultural Economics. Volume 71 (2022) Number 4, 26, August 2022.

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, international conferences and workshops.

11. ORGANISATION OF CONFERENCE SESSIONS

The project has not yet organized any conference sessions, however, the projects of the AGRI-MODEL CLUSTER had an internal meeting before the **XVII EAAE Seminar** which was held in Berlin on 5-7 October 2022 (see [news item](#)). In this pre-session of the seminar, both project partners from WR (John Helming and Marc Muller) presented the Carbon and Nitrogen taxation scenarios in a multi-model setting. During the seminar GHG mitigation options and grassland management options were presented by the WR team.

12. ORGANISATION OF WORKSHOPS

Between July 2021- December 2022, several internal (MIND STEP consortium) and external workshops have been organized by various project partners. One of the most relevant and recent one is the 3rd MIND STEP Stakeholder workshop held online on 26-27 October 2022 (see [news item](#)). The workshop was organized online due to limited availability of the stakeholder representatives. Two half-days were dedicated to this workshop.

The **3rd MIND STEP stakeholder workshop** was held entirely online on the premises of [Stichting Wageningen Research](#) on 26-27 October 2022. It reunited 29 stakeholders, including project partners (the modeling team). Various representatives of the [European Commission](#) (DG-AGRI, DG-CLIMA) attended, as well as representatives from the as well as representatives from the [Ministry of Agriculture of Bulgaria](#) (1), [Ministry of Agriculture of the Netherlands](#), [ETH Zurich](#), [JRC of the European Commission](#), [Solidaridad Southern Africa](#), [OECD](#), [Institute of Agricultural Economics in Hungary \(AKI\)](#), [Helmholtz Centre for Environmental Research– UFZ](#), [CEEweb for Biodiversity](#), [Aristotle University of Thessaloniki](#), and [University of Parma](#) and sister projects (AGRICORE).



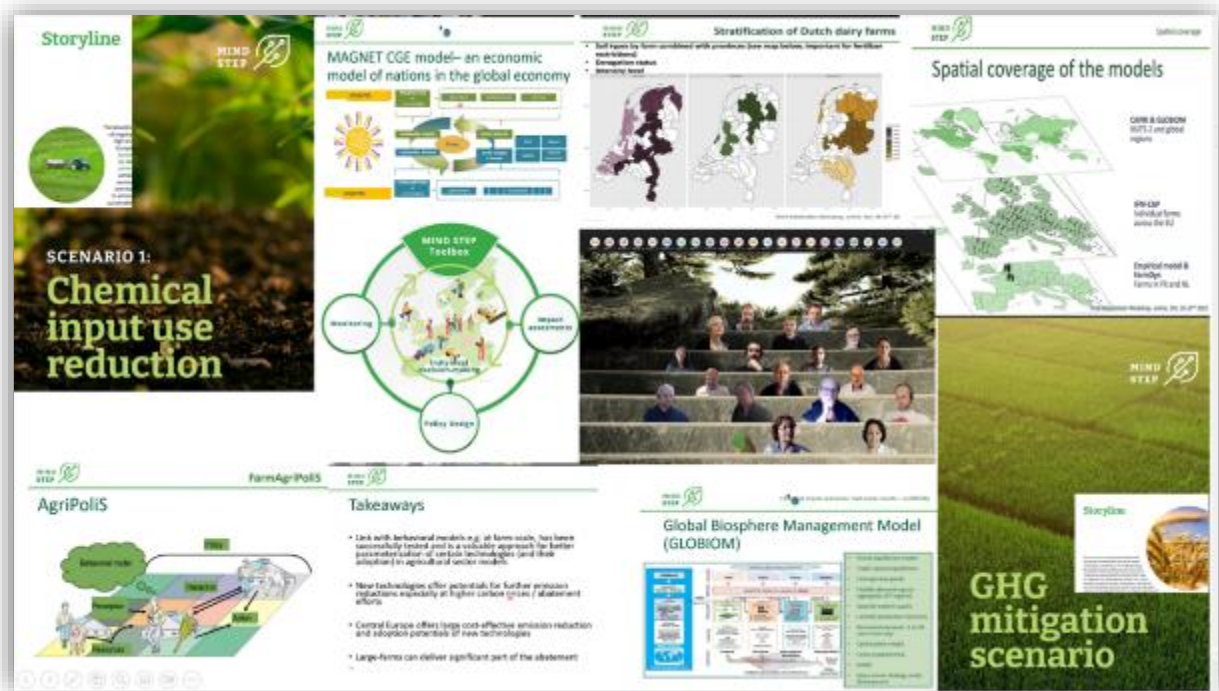


Figure 25. Snapshot of the 3rd Stakeholder Workshop (26-27 October 2022)



Figure 26. Snapshots of the group discussions of the 3rd Stakeholder Workshop

Participants split into **three breakout groups** during both days focused on: a. Scenario assumptions and results, b. Management & technology, and c. Policy design. On DAY 1, Group a (scenario assumptions and results), discussed the fixed input and output prices in the farm models FarmDyn and IFM-CAP. This can be improved in the final model applications using price changes from the market models in the MIND STEP model toolbox. Also for the final results the number of options available to farmers to reduce N input from mineral fertilizers needs attention. Regarding the scenario results, again the number of options to the farmers were mentioned. It was suggested to also focus on farm size e.g. in the farm level model FarmDyn. Model collaboration is key and planned. For example, implementation of farm level analysis in the market model GLOBIOM. On DAY 2 the discussions on GHG mitigation reduction scenarios, the Group a discussions focused on including other farm types, such as the beef sector and again on the farm management measures to reduce GHG emissions. Also, development of energy prices, energy prices relative to food prices and correlation between energy prices and fertilizer prices are key and very uncertain. For further information on the discussions of the workshop see [this news item](#).

Among other workshops organized by partners, the discussion on the Handbook for the estimation of the spatial distribution of FADN farms, was organized by Thunen on 2 and 18 November 2021, which included topics such as results of Deliverable 2.7 (Database for linking economic and bio-physical data -submitted soon to be uploaded) and D2.8 (Common handbook for maintenance and continuation of interfaces for economic and biophysical data handling for farm modelling at IDM unit levels -submitted soon to be uploaded).

Geonardo organized a workshop on key exploitable results with project partners on 15 October 2021. The objective of this workshop was to guide the WP leaders on exploitation and get them to start thinking of the key exploitable results (KER) of the MIND-STEP project and fill in the table for the characterization of KER for the relevant deliverables, which can be included in the Exploitation Plan and Strategy.



MODELLING INDIVIDUAL DECISIONS TO SUPPORT THE EUROPEAN POLICIES RELATED TO AGRICULTURE

Exploitation Workshop for WP Leaders

*MIND STEP Task 8.2 Exploitation Strategy and Plan
15 October 2021*

*Ömer Ceylan & Maria Beatriz Rosell
Geonardo (GEO)*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817566

<https://mind-step.eu/>



Figure 27. Snapshot of the workshop on exploitation organized by GEO.

UBO and IAMO organized a meeting in Halle on 27 September and 1 October 2022, where they discussed the exact interface that connects the surrogate model and AgriPolis. The two partners have to focus on how to integrate the two models despite their differences and thus make a substantial contribution to the MIND STEP toolbox (see [news item](#)). The workshop on Interaction between stakeholders regarding linking farm-level and multi-agent models was organized by WR representatives on 23 November 2021. The project team in the UCSC organized an online seminar on results of WP1: Defining, scoping and understanding policies and trends, and the policy measures to be modelled in the three selected scenarios, on 19 November 2021. Besides this internal workshops, USCS also organized the annual project partner meeting in Piacenza on 10-11 March 2022.

IAASA organized a project meeting on WP5 in Laxenburg on 19 and 20 May, 2022 (see [news item](#)), the aim of the meeting was to discuss the MIND STEP model toolbox. IAASA hosted the hybrid meeting as Work Package 5 leader. Other MIND STEP partners are attending online and participating in the discussions. One of the main objectives of this meeting was to operationalize MIND STEP model toolbox.



Figure 28. WP5 meeting in Laxenburg

13. PARTICIPATION AT CONFERENCES AND WORKSHOPS

During the period of July 2021-December 2022 project partners slowly started attending in person to various events, four international conferences and eight workshops and 2 other events (see Appendix 18.3 and see Appendix 18.4). Due to COVID-19, and existing traveling restrictions in that period partners also attended to hybrid events. For example, WR attended the MEF4CAP workshop, CISAR Symposium on climate risk, Agrimodels Cluster / DG AGRI workshop, Workshop on implications of national strategic plans for modelling organized by AGMEMOD Consortium, JRC (Seville) and DG AGRI (Brussels), and held a bilateral meeting and interview with the Ministry of Agriculture of Japan. In the case of partner IAMO, attendance to the Project meeting of DFG research unit FOR 2569 (Agricultural Land Markets - Efficiency and Regulation) and the AgEconMeeting in Göttingen, Germany were recorded. WU partner presented MIND STEP at the AES Conference (see [news item](#)) and at the EWEP workshop. Other the MIND STEP partners such as Thuenen, USCS, INRAE, RURALIS, attended the EAAE

seminar in Berlin and each presented their work in MIND STEP orally. GEO attended the online EU Conference on modelling for policy support on 22 November 2021 (see [news item](#)).

14. COLLABORATING WITH FELLOW PROJECTS IN THE AGRIMODELS CLUSTER

All together 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.

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 before the **XVII EAAE Seminar**.

There is also a regular exchange of information between the Communication WP Leaders in the AGRIMODELS Cluster via email. 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 as shown in Figure 23.



15. 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 together with the original target for the full 52-month period of the project, and the total achieved until December 2022 (month 40 of the project).

Table 2. COMDISS Key performance indicators: Targets and total achieved from July 2021 until December 2022.

Text here	Cumulative Target (full project period)	Total Achieved (as of 14 December 2022)
KPI-01 Project website	More than 5,000 visits	4,417 / 6,414 / 1,792 users/sessions/page views
KPI-02 Social networks	More than 5,000 impressions on social media	25,331 Twitter impressions 5,594 LI impressions
KPI-03 Project newsletter	At least 200 subscribers	125 subscribers
KPI-05 Digital storytelling	At least 400 unique visitors	296 views of the 3 project videos on the project's YouTube channel
KPI-06 Leaflets	Distribution of at least 500 leaflets.	55
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	1 open-access scientific article
KPI-10 Training and webinars	Attendance at training sessions: four sessions with more than 10 participants, targeting at least 50 participants	1 stakeholder workshops, 29 participants
KPI-11 MIND STEP Workshops	Attendance at workshops: four workshops with at least 20 participants per workshop	8 (external) workshops 4 workshops (between consortium members)
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 together with a cross-reference to the relevant appendix in which more information is provided.

Table 3. 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	6	18.1
Organisation of other event (other than a conference/workshop, e.g. meeting, consultation, interview)	2	18.2
Participation in activities organised jointly with other H2020 projects	3	18.3
Participation at conferences (EAAE Seminars)	9	18.4
Participation: other event (other than a conference/workshop, e.g. meeting, consultation, interview)	1	18.5
Participation in Workshops	2	18.6
Publication: scientific	3	18.7
Social Media Posts Database	-	18.8

16. APPENDICES

16.1. Organisation of Workshops

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others involved	Type of Audience Reached	Estimated Number of People Reached
WR	Workshop Project MIND STEP on Interaction between stakeholders regarding linking farm-level and multi-agent models	23/11/2021	WR	Policy makers 3, scientific community	n/a
Thuenen	Handbook for the estimation of the spatial distribution of FADN farms	02/18 11 2021	Gocht, Alexander (THÜNEN), Bielza, Maria (JRC)	n/a	n/a
WR	EAAE Pre-Seminar. Carbon and Nitrogen taxation scenarios in a multi-model setting	05/10/2022	WR Marc Müller, John Helming	Policy makers, scientific community	n/a
WR jointly with IAMO, UCSC, IAMO,	3 rd Stakeholder workshop	26-27/10/2022	MIND STEP partners in the modelling and policy team	Policy makers, scientific community, public authorities,	29
GEO	Workshop on exploitation	15/10/2021	GEO	MIND STEP WP leaders	n/a
IIASA	Hybrid meeting on the MIND STEP model toolbox	19-20 May 2022	IIASA	MIND STEP modelling team	n/a

16.2. 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
UCSC JRC	Seminar on results of WP1: Defining, scoping and understanding policies and trends . Policy measures to be modelled in the three selected scenarios	19/11/2021	Modeling partners (IAMO, WR, WU,)	n/a	n/a
UCSC	Tomato World Interviews with farmers , questionnaire for risk assessment	17-18/02/2022	UCSC	Industry 10, farmers 11, policy makers 2, scientific community 9,	32

16.3. 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
WR	MEF4CAP workshop	10/09/2021	Marc Müller (WR)	n/a	n/a
Thuenen, WUR, WR	AGRIMODELS CLUSTER workshop	12/05/2022	Alexander Gotch	n/a	n/a
WR Thuenen	Agrimodels Cluster / DG AGRI workshop	23/05/2022	John Helming	Policy makers (25) Scientific community (3)	28

16.4. Participation at conferences

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached
INRAE	EAAE Congress	20/07/2021	INRAE representative	Scientific community	n/a
WR	EAAE Seminar. GHG Mitigation Options for the Netherlands	06/10/2022	John Helming	Scientific community	n/a
WR	EAAE Seminar Grassland management options in the Netherlands	07/10/2022	Marc Müller	Scientific community	n/a
Ruralis	EAAE-Seminar Consequences for EEA and Non-EEA agriculture if countries use different GWP-metric for policy-making	05/07/2022	Klaus Mittenzwei	Scientific community	n/a
IAMO	AgEconMeeting / What influences farmers' participation in agri-environmental schemes – an agent-based participatory approach	05/10/2022	Franziska Appel	Scientific community	n/a
INRAE	Farmers' Heterogeneous Responses to Price Variations: Identification of Dairy Farms Flexibility based on a Panel Smooth	01/08/2022	INRAE representative	Scientific community	n/a
WU	AES Conference. Understanding Dutch dairy farmers' adoption of climate mitigation measures – the role of socio-psychological and socio-demographical factors	05/04/2022	Scarlett Wang	Scientific community	n/a
WU	Seminar on Agriculture in Uppsala. Understanding Dutch dairy farmers' adoption of climate mitigation measures – the role of socio-psychological and socio-demographical factors	08/04/2022	Julia Höhler	Scientific community Scientific community	n/a

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached
WU	EWEPA Workshop The potential of circularity to decouple greenhouse gas emissions from production: An application to Dutch dairy farms	28/06/2022	Scarlett Wang	Scientific community	n/a

16.5. 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
UCSC	11th AIEAA Congress on "CAP, Farm to Fork and Green Deal: policy	16-17-06-2022	UCSC representative	Scientific community	n/a

16.6. Participation in Workshops

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Type of Audience Reached	Estimated Number of People Reached
IAMO	Project meeting of DFG research unit FOR 2569 (Agricultural Land Markets - Efficiency and Regulation)	28-29/04/2022	Franziska Appel	N/A	N/A
WR	Workshop on implications of national strategic plans for modelling organized by AGMEMOD Consortium, JRC (Seville) and DG AGRI (Brussels)	13/09/2022	Marc Müller (WR)	Policy makers 15, Scientific community 7	22

16.7. Publications: scientific

Partner	Event/ Title of Activity	Date	Author (presenter)/ Others Involved	Link
UBO	Implementing an Approximation of Cumulative Prospect Theory into Mixed Linear Programming - an Application to Bio-Economic Modelling at Farm-Scale Considering Crop Insurance	08/10/2022	Wolfgang Britz	shorturl.at/dsDNZ
UCSC, JRC, WECR	Key policy questions for ex-ante impact assessment of European agricultural and rural policies	08/09/2021	Coderoni S., Helming J., Pérez-Soba M., Sckokai P., Varacca A. (2021).	https://iopscience.iop.org/article/10.1088/1748-9326/ac1f45
WR, UBO	Beta version of a wrapper to allow a standardized communication channel between the models	07/12/2022	Marc Müller, Hugo Scherer	https://gitlab.iiasa.ac.at/mind-step/farmdynr