



# MODELLING INDIVIDUAL DECISIONS TO SUPPORT THE EUROPEAN POLICIES RELATED TO AGRICULTURE

## Deliverable Report D8.1 Communication, Dissemination and Impact Strategy and Plan (including MS13 Stakeholder Engagement Plan and MS14 Project website)

EDITED BY	Katalin Balázs (Geonardo) with inputs from all partners
APPROVED BY WP MANAGER:	Katalin Balázs (Geonardo)
DATE OF APPROVAL:	18 December 2019
APPROVED BY PROJECT COORDINATOR:	Hans van Meijl (WR)
DATE OF APPROVAL:	18 December 2019
CALL H2020-RUR-2018-2	Rural Renaissance
WORK PROGRAMME Topic RUR-04-2018	Analytical tools and models to support policies related to agriculture and food - RIA Research and Innovation action
PROJECT WEB SITE:	<a href="https://mind-step.eu">https://mind-step.eu</a>

This document was produced under the terms and conditions of Grant Agreement No. 817566 for the European Commission. It does not necessary reflect the view of the European Union and in no way anticipates the Commission's future policy in this area.



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

This page is left blank deliberately



# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY .....</b>	<b>6</b>
OBJECTIVE .....	6
RATIONALE .....	6
<b>1. INTRODUCTION .....</b>	<b>9</b>
1.1. AIMS AND OBJECTIVES.....	9
1.2. INTERNAL COMMUNICATIONS.....	10
1.2.1. PARTNERS' ROLE IN WP8, STEN AND COMDISS TEAMS.....	10
1.2.2. INTERNAL COMMUNICATIONS IN THE PROJECT .....	11
1.2.2.1. Intranet portal.....	11
1.2.2.2. Video and mobile interactions .....	11
1.2.2.3. Social aspects of scheduling of meetings and workshops.....	11
1.2.2.4. Approaches to documenting and archiving communications .....	12
1.2.3. THE ROLE OF THE STAKEHOLDER ADVISORY BOARD (SAB).....	12
1.3. EC RIGHTS AND OBLIGATIONS RELATED TO RESULTS .....	12
1.3.1. OWNERSHIP OF RESULTS.....	12
1.3.2. PROTECTION OF RESULTS.....	13
1.3.3. EXPLOITATION OF RESULTS .....	13
1.3.4. DISSEMINATION OF RESULTS — OPEN ACCESS — VISIBILITY OF EU FUNDING.....	13
1.3.4.1. Obligation to disseminate .....	13
1.3.4.2. Open access .....	13
1.3.5. OBLIGATION AND RIGHT TO USE THE EU EMBLEM .....	14
1.4. COMMUNICATION AND DISSEMINATION PRINCIPLES .....	15
1.4.1. COMMUNICATION IN H2020 PROJECTS .....	15
1.4.2. DISSEMINATION IN H2020 PROJECTS .....	16
1.5. STAKEHOLDER ENGAGEMENT PRINCIPLES .....	16
1.6. CONTINUITY AND DOCUMENT MAINTENANCE .....	18
1.7. RELATIONSHIP WITH OTHER PROJECT MILESTONES AND DELIVERABLES .....	18
<b>2. AUDIENCES AND TARGET GROUPS .....</b>	<b>19</b>
2.1. MIND STEP'S MAIN TARGET AUDIENCES .....	19
2.2. NATURE & MEANS OF ENGAGEMENT OF MIND STEP'S MAIN TARGET AUDIENCES ...	20
2.3. COMMUNICATION ACTIVITIES AND CHANNELS TARGETING SPECIFIC AUDIENCES ....	21
<b>3. VISUAL IDENTITY .....</b>	<b>22</b>
3.1. PROJECT DOCUMENT TEMPLATES .....	22
<b>4. COMMUNICATION-DISSEMINATION CHANNELS.....</b>	<b>23</b>
4.1. PROJECT WEBSITE.....	23
4.2. MIND STEP PLATFORM .....	24
4.3. PUBLISHING MIND STEP ON OTHER WEBSITES.....	25
4.4. SOCIAL MEDIA .....	25
4.5. ON-LINE REPOSITORIES.....	26
4.5.1. OPENAIRE PROJECT PAGE.....	26
4.5.2. ZENODO PROJECT PAGE .....	26
4.5.3. RESEARCHGATE PROJECT PAGE .....	26
4.6. E-NEWSLETTERS.....	27
4.7. COMMUNICATION THROUGH EC CHANNELS .....	27

<b>5. DISSEMINATION MATERIALS AND PUBLICATIONS .....</b>	<b>29</b>
5.1. PROJECT LEAFLET .....	29
5.2. MIND STEP POSTER.....	30
5.3. OPEN ACCESS PUBLICATIONS, SCIENTIFIC ARTICLES .....	30
5.4. OTHER PUBLICATIONS AND COMMUNICATION IN MASS MEDIA.....	30
<b>6. EXTERNAL PEER-TO-PEER EXCHANGE.....</b>	<b>31</b>
6.1. STAKEHOLDERS' PLATFORM, STAKEHOLDER WORKSHOPS AND CONSULTATIONS ....	31
6.2. ORGANISATION OF AND PARTICIPATION AT CONFERENCES AND WORKSHOPS .....	33
6.3. FINAL CONFERENCE .....	33
6.4. NETWORKING AND KNOWLEDGE EXCHANGE: COLLABORATING WITH OTHER PROJECTS .....	33
6.5. THE AGRIMODELS CLUSTER .....	36
<b>7. INTENDED IMPACTS .....</b>	<b>37</b>
7.1. IMPROVEMENT OF THE CAPACITY TO MODEL POLICIES DEALING WITH AGRICULTURE AND RELATED NATURAL RESOURCES, FOOD AND INTERNATIONAL TRADE .....	37
7.2. IMPROVEMENT OF POLICY DESIGN, IMPACT ASSESSMENTS AND MONITORING .....	39
7.3. STRENGTHENED TRANSDISCIPLINARY RESEARCH AND INTEGRATED SCIENTIFIC SUPPORT FOR RELEVANT EU POLICIES AND PRIORITIES .....	40
7.4. POLICY, INSTITUTIONAL AND GOVERNANCE CONTEXT .....	41
7.5. SCIENTIFIC CONTEXT .....	41
7.6. OTHER ENVIRONMENTAL AND SOCIAL IMPACTS.....	42
7.7. IMPACT PLAN: EXPECTED COMMUNICATION IMPACTS, TARGET AUDIENCES, AND THE DISSEMINATION AND INTERACTION CHANNELS .....	42
7.8. INNOVATION: CREATING POST-PROJECT LEGACY IMPACTS.....	43
<b>8. EVALUATION OF THE COMMUNICATION, DISSEMINATION AND IMPACT STRATEGY .....</b>	<b>43</b>
8.1. MONITORING OF COMMUNICATION AND DISSEMINATION ACTIVITIES .....	43
8.2. MONITORING PROCEDURES: REPORTING AND FEEDBACK .....	44
8.3. MONITORING OF IMPACT .....	44
8.4. KNOWLEDGE MANAGEMENT AND IPR PROTECTION.....	45
<b>9. COMMUNICATION AND DISSEMINATION PLAN .....</b>	<b>47</b>
9.1. DISSEMINATION ACTIVITIES WITHIN INTERVAL 1 .....	47
9.2. PROJECT COMMUNICATION AND MEDIA TOOLS IN INTERVAL 1 .....	47
9.3. DISSEMINATION ACTIVITIES PLANNED FOR INTERVAL 2 .....	48
9.4. PROJECT COMMUNICATION AND MEDIA TOOLS PLANNED FOR INTERVAL 2.....	48
9.5. PROJECT DELIVERABLES AND MILESTONES .....	48
9.6. DISSEMINATION PLAN .....	53
9.7. TIMING OF PROJECT MEETINGS, PUBLIC DELIVERABLES AND MILESTONES WITH DISSEMINATION AND COMMUNICATION ACTIVITIES.....	54
<b>10. STAKEHOLDER ENGAGEMENT PLAN – MILESTONE DOCUMENT MS13 ....</b>	<b>55</b>
10.1. SPECIFIC OBJECTIVES .....	55
10.2. STAKEHOLDER ENGAGEMENT PRIORITIES .....	55
10.3. TASKS WITH STAKEHOLDER ENGAGEMENT IN MIND STEP .....	57

10.4. IDENTIFICATION OF ACTORS .....	58
10.5. TIMING, METHODS AND LEVELS OF ENGAGEMENT .....	59
10.6. INVITING STAKEHOLDERS.....	61
10.7. STAKEHOLDER MOTIVATION .....	62
10.8. MONITORING AND EVALUATION OF STAKEHOLDER ENGAGEMENT .....	63
10.9. RISK ASSESSMENT AND MITIGATION MEASURES .....	64
10.10. CONCLUSIONS AND ROADMAP .....	64
<b>11. RISKS AND ISSUES MANAGEMENT .....</b>	<b>65</b>
<b>12. ACKNOWLEDGEMENTS .....</b>	<b>66</b>
<b>13. REFERENCES .....</b>	<b>66</b>
<b>APPENDIX 1. PROJECT WEBSITE: CONCEPT &amp; GUIDANCE - MILESTONE DOCUMENT MS14 .....</b>	<b>67</b>
<b>APPENDIX 2. SOCIAL MEDIA GUIDANCE.....</b>	<b>81</b>
<b>APPENDIX 3. TARGET AUDENCES &amp; THEIR INVOLVEMENT .....</b>	<b>88</b>
<b>APPENDIX 4. EVENTS .....</b>	<b>90</b>
<b>APPENDIX 5. NETWORKING .....</b>	<b>91</b>
<b>APPENDIX 6. JOURNALS &amp; PRESS .....</b>	<b>92</b>
<b>APPENDIX 7. DISSEMINATION ACTIVITY REPORT TEMPLATE .....</b>	<b>93</b>
<b>APPENDIX 8. VISUAL IDENTITY GUIDE .....</b>	<b>95</b>
INTRODUCTION .....	95
1. COMPLIANCE WITH THE MIND STEP VISUAL GUIDELINES .....	95
1.1. EUROPEAN UNION FLAG AND FUNDING ACKNOWLEDGEMENT.....	95
1.2. PROJECT LOGO AND VISUAL IDENTITY .....	95
1.2.1. Project logo.....	95
1.2.2. Protection of the logo integrity.....	95
1.2.3. Logo use.....	96
1.2.4. Logo size .....	97
1.2.5. Logo colours.....	97
1.3. TYPOGRAPHY .....	98
2. APPLICATION OF THE VISUAL IDENTITY .....	98
2.1. PROJECT LEAFLET .....	99
2.1. POSTER .....	99
2.2. WEBSITE .....	99
2.3. NEWSLETTER.....	100
2.4. EVENT MATERIALS .....	100
2.5. DOCUMENT TEMPLATES .....	101
2.6. ONLINE COMMUNICATION .....	102
<b>LIST OF FIGURES</b>	
FIGURE 1 STRUCTURE OF THE PROJECT WEBSITE START PAGE .....	24
FIGURE 2 POLICY CONTEXT: MIND STEP AND SDGS.....	37

FIGURE 3: STAKEHOLDER ENGAGEMENT IS CENTRAL IN THE MIND STEP PROJECT CONCEPT .....	57
FIGURE 4 START PAGE OF THE PROJECT WEBSITE .....	68
FIGURE 5: WORKING WITH THE WEBSITE FLOWCHART.....	70
FIGURE 6: STRUCTURE OF THE START PAGE.....	72

## LIST OF TABLES

TABLE 1: WP8 EFFORT PER PARTNER .....	10
TABLE 2: MIND STEP'S MAIN TARGET AUDIENCES .....	20
TABLE 3. NATURE AND MEANS OF ENGAGEMENT OF MIND STEP'S MAIN TARGET AUDIENCES.....	20
TABLE 4 COMMUNICATION ACTIVITIES AND CHANNELS TARGETING SPECIFIC AUDIENCES AT DIFFERENT LEVELS.....	22
TABLE 5 IMPACT PLAN, LINKING EXPECTED COMMUNICATION IMPACTS, TARGET AUDIENCES, AND THE DISSEMINATION AND INTERACTION CHANNELS .....	42
TABLE 6 KEY PERFORMANCE INDICATORS TO BE USED TO EVALUATE THE PRINCIPAL IMPACTS OF MIND STEP COMMUNICATION ACTIONS.....	45
TABLE 7 PUBLIC DELIVERABLES IN MIND STEP .....	48
TABLE 8 RELEVANT PROJECT MILESTONES IN MIND STEP .....	51
TABLE 9: CRITERIA FOR SELECTING ACTORS TO BE APPLIED FOR THE SELECTION OF STAKEHOLDER PLATFORM. ....	58
TABLE 10: STAKEHOLDER ENGAGEMENT PLAN: STAKEHOLDER WORKSHOPS.....	60
TABLE 11: MOTIVATIONAL DRIVERS FOR STAKEHOLDER ENGAGEMENT.....	63

## Change records

Version	Date	Who	Changes
v01	3 Oct 2019	K. Balazs (GEO)	D8.1 draft content presented at kick-off
v02-v03	Oct-Nov 2019	K. Balazs (GEO)	D8.1 draft development versions
	18 Oct 2019	S. Neuenfeldt	TI partner input table received
	24 Oct 2019	P. Sckokai	UCSC partner input table received
	8 Nov 2019	J. Helming	WR partner input table received
	20 Nov 2019	M. Graubner	IAMO partner input table received
v04	6 Dec 2019	K. Balazs (GEO)	D8.1 draft report circulated among COMDISS Officers (6 Dec) and discussed at 1st COMDISS online meeting (10 Dec)
	13 Dec 2019	J. Helming, I. Gosselink (WR)	Review of Executive Summary, Ch.1 + Appendix 7 received
	16 Dec 2019	M. Perez Soba, A. Petsakos (JRC)	Review of Ch.2. + Appendix 3 received Summary of Ch 2 for Executive Summary received
	17 Dec 2019	F. Femenia (INRA)	Review of Ch.3. + Appendix 8
	13 Dec 2019	M. Graubner (IAMO)	Review of Ch.4. received
	17 Dec 2019	S. Frank (IIASA)	Review of Ch. 5.
	13 Dec 2019	D. Schäfer (UBO)	Review of Ch.6. + Appendix 5 received
	13 Dec 2019	K. Mittenzwei (NIBIO)	Review of Ch. 9. + Appendix 4 received
	13 Dec 2019	P. Sckokai (UCSC)	Review of 10. and Ch 11. received
	16 Dec 2019	K. Balazs (GEO)	Consolidated version based on available reviews and Executive Summary updated with available chapter summaries received from partners
FINAL	17 Dec 2019	K. Balazs (GEO)	Consolidating final round of comments, additions, reviews by partners
	18 Dec 2019	I. Gosselink (WR)	Submission to EC

## ABBREVIATIONS

EB	Executive Board of MIND STEP
CAP	Common Agricultural Policy
CA	Consortium Agreement
CDISP	Communication, Dissemination and Impact Strategy and Plan
CDET	Communication, Dissemination and Exploitation Team
COMDISS	Communication and dissemination
DG AGI	Directorate-General for Agriculture and Rural Development
DG ENV	Directorate General for Environment
DMP	Data Management Plan
EC	European Commission
EU	European Union
EIP-AGRI	European Innovation Partnership for Agricultural productivity and Sustainability
ENRD	EU Network for Rural Development
GA	Grant Agreement
IPR	Intellectual Property Right
KPI	Key Performance Indicator
M	Month
MA	Multi-actor
MS	Milestone
MSP	MIND STEP Platform
MST	MIND STEP Toolbox
PMT	Project Management Team of MIND STEP
RD	Rural development
SAB	Stakeholder Advisory Board to MIND STEP
SRG	Stakeholder Reference Group
SDGs	Sustainable Development Goals

# EXECUTIVE SUMMARY

## Objective

The Communication, Dissemination and Impact Strategy and Plan (CDISP) is a “living” document, which will be updated a number of times with inputs from all partners. In Task 8.3 this deliverable establishes the individual partner responsibilities, timelines, guidelines and suggestions for project communication and result dissemination, under continuous monitoring of the WP8 T8.6 task leader GEO. It also gives guidance and plan for stakeholder engagement.

This document describes the activities to be performed, the means and methods to be used in order to

- maximise the visibility of the project and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner,
- engage target groups and key actors in a two-way dialogue across project activities,
- facilitate outreach and engagement of key actors, and potential users of, and contributors to the MIND STEP platform,
- disseminate project outcomes to stakeholders, key actors and end-users,
- maximise the potential for exploitation of project results and assist coordinating preparations for post-project exploitation (Task 8.2).

## Rationale

This document analyses the dissemination target audiences and match them with the most appropriate channels, key messages for communication, and external partners with whom to cooperate on co-dissemination whenever relevant.

The MIND STEP Dissemination, Communication and Impact Strategy sets out:

- i) the main aims and objectives;
- ii) target audiences and user groups;
- iii) content and context;
- iv) means/mechanisms;
- v) success factors.

It aims at integrating awareness-raising, direct participation and skills development for the needs of each audience as appropriate, and the establishment of a process to create mechanisms that engage actors over the short (during project) and longer (post-project) term.

MIND STEP’s wider scope and its particular focus on measures targeting individual farmers ask for a careful selection of the main target audiences. We consider particularly important those audiences linked to the behaviour of the individual farmer, and the interaction between farmers, other actors in the agricultural food chain and non-food chain actors. A core stakeholder group, selected among the target audience, will be invited to follow the project during the four years duration and join the MIND STEP platform. The Dissemination and Impact Strategy and Stakeholder Engagement Plan describe the full range of MIND STEP audiences, including among others the European Commission and its agencies, local, regional and national governments, businesses, NGOs, farmers, scientists and the general public. In addition, it lists the means of communication, which will be carefully designed to reach different target groups. The close engagement of, and communication with the main target groups will

contribute to the improvement of the range and relevance of available models and tools for taking individual decisions into policy making.

The Strategy and Plan defines the approaches of communications by the project team to create impact through suitable methods of engagement, and appropriate and timely information.

The overall strategy for communication, dissemination and impact is:

1. To increase awareness of multiple benefits of novel **MIND STEP** policy analysing approaches amongst regulators, policy makers and programme operators, through co-learning, co-development and complementation;
2. To motivate key stakeholders and decision-makers at different levels in countries of case studies to support adoption of novel **MIND STEP** policy analysing approaches through different project communication means (e.g. practice abstracts, policy factsheets, knowledge exchange through the **MIND-STEP** Platform policy-science interface, F2F events such as workshops, demonstrations);
3. To improve evidence-based policy making and delivery through increased uptake of the **MIND STEP** model toolbox.

All project partners are involved in dissemination and exploitation in order to foster awareness and transfer results for impact, not only within their own countries but in the whole territory of the EU, as much as possible. Nominated COMDISS Officers from each partner form the Communication, Dissemination and Exploitation Team (CDET) to ensure on the one hand the deployment and implementation of the CDISP at the partners' level, and also to facilitate the continuous documentation, progress monitoring and evaluation of COMDISS actions realized.

The Plan also includes a distinct and original Visual Identity to convey a familiar and consistent project image for all communication with external audiences. This is the basis for harmonised project templates for use by partners in all their internal and external project communication (presentations, reports and documents, publications, leaflets, etc.), ensuring a consistent, professional outreach towards the targeted audience during the implementation of dissemination activities.

The Plan elements of the document will be regularly reviewed in the light of new information about stakeholder requirements, and new tools for engagement and communications which emerge by the project end, and updated annually with sections providing direct guidance and resources for partners to ensure up-take of project results. The approach involves combining knowledge and activities and facilitating their uptake and use in innovative ways (WPs 1 to 7), exploiting contemporary technology (e.g. underpinning the MIND STEP platform, WP8).



# 1. INTRODUCTION

This document is produced with the objective of ensuring that the foreseen dissemination and exploitation activities in MIND STEP are appropriately and effectively undertaken by the MIND STEP consortium partners during the course of the project. Effective dissemination and exploitation are at the core of the MIND STEP project through its main objectives of developing the MIND STEP model Toolbox (MST) and the MIND STEP Platform (MSP). Dissemination involves not only looking at where and when information / project results should be conveyed, but also what should be communicated, and how it should be presented to ensure the users' uptake of the MST and MSP 's services by matching user requirements.

## 1.1. Aims and Objectives

To ensure effective dissemination, exploitation and user uptake of MIND STEP project results, there is a dedicated Stakeholder Engagement, Communication, Dissemination and Exploitation Work Package (WP8) and within that Task T8.3 CDISP has the general aim to formulate the strategy and plan for maximising project's visibility, and for how to present the results to the target audiences in order to strengthen the overall impact of the project.

The specific objectives include:

- maximise visibility and create awareness of the project to target groups and the public at large;
- engage target groups and key actors in a two-way dialogue across project activities;
- share information about the project, including challenging problems and solutions;
- share information about the potential of MIND STEP Toolbox to provide a new generation of impact assessment tools that support bringing evidence-based policy decisions;
- transfer innovative knowledge and promote best practices;
- maximise the uptake of the project results to reach a wide number of representative MIND STEP stakeholders;
- organise synergies and collaborations with ongoing projects and initiatives in the field;
- support and enhance all scientific dissemination of the project outcomes during and after the project;
- integrate the project's findings into the broader European context.

The WP8 - Stakeholder Engagement, Communication, Dissemination and Exploitation Work Package is to support awareness, acceptance and uptake of project and research activities and results among the professional community of stakeholders and end-users through massive and multichannel distribution of contents. It runs in parallel with the other WPs over the project's lifetime and focuses on defining a comprehensive and consistent project dissemination and exploitation strategy, which will ensure maximum project visibility and the sustainability of its results beyond the lifetime of the project. Whereas communication actions and stakeholder engagement take place throughout the project, starting from the beginning, dissemination actions result from specific project outcomes.

The overall strategy for communication, dissemination and impact is:

1. To increase awareness of multiple benefits of novel **MIND STEP** policy analysing approaches amongst regulators, policy makers and programme operators, through co-learning, co-development and complementation;
2. To motivate key stakeholders and decision-makers at different levels in countries of case studies to support adoption of novel **MIND STEP** policy analysing approaches through different project

communication means (e.g. practice abstracts, policy factsheets, knowledge exchange through the **MIND-STEP** Platform policy-science interface, F2F events such as workshops, demonstrations);

3. To improve evidence-based policy making and delivery through increased uptake of the **MIND STEP** model toolbox.

## 1.2. Internal communications

### 1.2.1. Partners' role in WP8, STEN and COMDISS Teams

All project partners are involved in dissemination and exploitation and have been allocated resources in WP8 (6 % of the budget is reserved for this WP) in order to maximise the visibility of MIND STEP and convey its findings and outputs to the relevant stakeholders relying on their strong outreach capacity not only within their own countries but in the whole territory of the EU, as much as possible.

Nominated COMDISS Officers from each partner will form the CDET to ensure on the one hand the deployment and implementation of the CDISP at the partners' level, and also to facilitate the continuous documentation, progress monitoring and evaluation of COMDISS actions realized.

Nominated STEN Officers from each partner will form the Stakeholder Engagement Team to help planning and implementing stakeholder meetings at EU level in WP1 and 6 activities.

MIND STEP partners have the following specific time allocated to stakeholder engagement, communication, dissemination and exploitation activities within WP8, according to Table 1. (in person months).

**Table 1: WP8 effort per partner**

Partner number and short name	WP8 effort	Partner number and short name	WP8 effort
P01 WR	6.00	P07 WU	2.00
P02 UBO	1.00	P08 INRA	2.00
P03 IIASA	2.00	P09 NIBIO	1.00
P04 IAMO	2.00	P10 JRC	2.00
P05 THUENEN	1.00	P11 GEO	16.00
P06 UCSC	3.00		

GEO is responsible for WP8 and coordination of the dissemination and exploitation activities, with the support of the lead project partner.

All project partners' COMDISS Officers support GEO with:

- being co-author for this report and its further annual updates;
- coordinating the continuous implementation of the CDISP at the partner team level, thereby ensuring a large uptake of the project results by translating project results and presentations for the dissemination to the national actors and stakeholders as appropriate;
- documenting appropriately partner level COMDISS activities with providing quarterly progress reports on partner level COMDISS actions;
- participating at the quarterly COMDISS meetings to discuss timely actions to be performed;
- contributing with tweets/posts to keeping a "live diary" about the ongoing project processes through the project's social media channels.

All partners are responsible for the national dissemination and communication of the project results and for liaising closely with stakeholders that could be interested in and/or benefit from MIND STEP Toolbox and Platform, and the project findings.

All project partners' STEN Officers support the project with:

- planning and organising stakeholder engagement and thereby support stakeholder activities taking place in WP1 and WP6.

### 1.2.2. Internal communications in the project

Management of the communications mechanisms will be designed to ensure good quality interactions and coordination of activities between project participants and between WPs and aid the timely provision of deliverables.

The partnership has a history of strong links between members either joint working on different EU projects or collaborating on publications. Partners use email, Skype and videoconferencing facilities for regular contact.

To fully exploit the capacities of MIND STEP for knowledge exchange a management process is ongoing (D9.3) to track the generation, storage and transfer of knowledge, aligned to the Continuous Reporting, open access to data, and long-term security of outputs in repositories.

#### **1.2.2.1. Intranet portal**

To enable Continuous Reporting throughout the project in the EC SyGMA System WR provides space for a restricted access Sharepoint site to the MIND STEP consortium as intranet to facilitate the following functions in a manner compatible with the new EU regulation for the protection of personal data (GDPR):

- Working files share space
- Repository of project documents
- Project progress tracking
- Stakeholder database management

Specific measures for compliance with the GDPR are described in Ethics deliverable D10.1, 2 and 3. A direct link (partner login) from the project website enables consortium partners to get access to the project intranet portal with a person specific username and password.

#### **1.2.2.2. Video and mobile interactions**

Skype will be used for management and WP video-conference discussions, team meetings and bilateral meetings between partners.

#### **1.2.2.3. Social aspects of scheduling of meetings and workshops**

When and how to schedule meetings and workshops is often the most important aspect in making them successful. The MIND STEP consortium is committed to follow family friendly project planning (e.g. avoiding meeting related travels on weekends), as much as possible, to ensure balance against practicalities and take into account cultural, seasonal and other aspects in scheduling and timing of both internal online or physical meetings and workshops and events organised for externals.

#### 1.2.2.4. Approaches to documenting and archiving communications

Quarterly project progress reports will provide a catalogue of the documentations of communication and dissemination efforts by each partner. For the communication /dissemination activity report template see **Appendix 7** of this report.

Appropriate folder structure at the MIND STEP intranet will provide space for partners for storing evidences of their communication and dissemination activities, including

- presentation materials,
- photos of communication/dissemination events,
- print screens of online communication/dissemination events,
- metrics on dissemination activities,
- best practice guidance with documenting and minuting key discussions.

#### 1.2.3. The role of the Stakeholder Advisory Board (SAB)

The Stakeholder Advisory Board (SAB) ensures that the MIND STEP coordination team is kept informed of relevant developments external to the project and will provide a watching and advisory role over the implementation strategies and activities of the project. The SAB will meet annually, and serves as an advisory body - a discussion platform to consult different aspects of the project, as well as a powerful dissemination channel. The SAB is composed of relevant and influential stakeholders. Specifically, the SAB is to:

- advise the EB on changes in societal, policy and consumer priorities that may impact on the project's objectives and expected impacts;
- act as a sounding board regarding how the impact of the project can be maximised and ethical matters;
- propose changes to the direction of the project in line with stakeholder and end-user priorities for maximising the exploitation and benefits of the project;
- review progress of the project annually;
- support dissemination of the project's results in their respective institutions.

The SAB will have access to all documents of the project and will convene annually. After each annual meeting, the SAB will formulate a statement on the progress of the project and a list of recommendations. The EB will formulate a short response accompanied by a statement of future commitments and targets.

### 1.3. EC Rights and Obligations Related to Results

This section briefly describes the beneficiary's rights and obligations related to results set out by the EC. Deliverable D9.3 Research Data Management Plan (due in Month 8) will contain more information on this topic.

#### 1.3.1. Ownership of Results

Results are owned by the beneficiary that generates them. *"Two or more beneficiaries own results jointly if they have jointly generated them and it is not possible to establish the respective contribution of each beneficiary, or separate them for the purpose of applying for, obtaining or maintaining their protection"* (see GA Article 26.2). The joint owners must agree (in writing) on the allocation and terms of exercise of their joint ownership ('joint ownership agreement'), to ensure compliance with their obligations under the Grant Agreement.

If valuable results are not protected, the Commission may, under certain circumstances, assume ownership of the results (for further details, please consult GA Article 26).

### 1.3.2. Protection of Results

Each beneficiary<sup>1</sup> has an obligation to protect its results and must adequately protect them — for an appropriate period and with appropriate territorial coverage — if the results can reasonably be expected to be commercially or industrially exploited, and any other possible, reasonable and justified circumstance. When deciding on protection, the beneficiary must consider its own legitimate interests and the legitimate interests (especially commercial) of the other beneficiaries.

*“If a beneficiary intends not to protect its results, to stop protecting them or not seek an extension of protection, the Agency may — under certain conditions (see Article 26.4) — assume ownership to ensure their (continued) protection.” (GA Article 27.2).*

### 1.3.3. Exploitation of Results

Each beneficiary has an obligation to exploit its results. *“Each beneficiary must — up to four years after the period set out in [GA] Article 3 - take measures aiming to ensure ‘exploitation’ of its results by: (a) using them in further research activities; (b) developing, creating or marketing a product or process; (c) creating and providing a service, or (d) using them in standardisation activities.”* For further details, please consult GA Article 28.

*“If a beneficiary breaches any of its obligations under this Article, the grant may be reduced in accordance with Article 43”.*

### 1.3.4. Dissemination of results — Open access — Visibility of EU funding

#### 1.3.4.1. Obligation to disseminate

*“Unless it goes against their legitimate interests each beneficiary must — as soon as possible — ‘disseminate’ their results by disclosing them to the public...”*. However, no dissemination may take place before a decision is made regarding possible protection (see paragraph .2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The beneficiary that intends to disseminate must give the other beneficiaries advance notice (together with sufficient information on the dissemination) (MIND STEP CA Article 8.4).

#### 1.3.4.2. Open access

For Horizon 2020, “Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results” in funded projects is an obligation for all grants. (GA Article 29.2).

In particular, beneficiaries must:

- a. As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- b. Ensure open access to the deposited publication — via the repository — at the latest:
  - i. on publication, if an electronic version is available for free via the publisher, or

<sup>1</sup> In the context of Horizon 2020 the term **beneficiary** (i.e. a "participant") is used to describe a legal entity which has signed the Grant Agreement and therefore is bound by its terms and conditions with regards to the European Union.  
[www.iprhelpdesk.eu/printpdf/2549](http://www.iprhelpdesk.eu/printpdf/2549)

- ii. within six months of publication in any other case.
- c. Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

For more information on open access, please consult either the [H2020 Online Manual](#) or the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020 (Version 3.2 21 March 2017):

- [https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-pilot-guide\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf)

or the European IPR Helpdesk Fact Sheet: Open Access to scientific publications and research data in Horizon 2020: Frequently Asked Questions (FAQs) (v. 2015 July):

- <http://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-Open-Access-to-Publications-and-Data-in-H2020-FAQ.pdf>

Further guidance:

- [OpenAIRE guide to learn how to comply with EC H2020 Open Access policy on publications](#)
- [OpenAIRE guide to learn how to comply with EC H2020 Open Access policy on research data](#)

### 1.3.5. Obligation and right to use the EU emblem

Any dissemination of results must display the EU emblem and include the following text:



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

For more information see the H2020 Online Manual's relevant section here:

[https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm)

Download:

- The EU emblem: [https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)
- Guidelines on the use of the EU emblem: [https://ec.europa.eu/info/sites/info/files/use-emblem\\_en.pdf](https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf)
- Graphical rules: <http://publications.europa.eu/code/en/en-5000100.htm>

Any dissemination of results or outputs must also indicate that **it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.**

#### MIND STEP Reporting on Dissemination and Exploitation

Partners should keep track of all their dissemination and exploitation activities, all of which should be reported by each partner at EC reporting stages. Partners are required to report (ongoing) any publication and dissemination activities both via the Quarterly COMDISS Progress Reports and on the Research Participant Portal.

Login to the Participant Portal >> Projects >> MIND STEP >> Manage Project (MP)

The H2020 online manual provides brief descriptions on how to complete your tasks, guidance notes, templates, user manuals of the relevant tools and frequently asked questions.

More on project communication:



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

- [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)

and on dissemination and exploitation:

- [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm)

## 1.4. Communication and Dissemination Principles

This section presents a set of four basic principles that have informed the articulation of the MIND STEP Communication, Dissemination and Impact Strategy and Plan. Adherence to these principles will ensure that the project can fully exploit its strengths and opportunities, while diminishing and managing its weakness and threats.

1. **Adaptability.** Given the scope of the project and the specific themes involved, the communication strategy needs to be comprehensive enough to cover the project as a whole, while being adaptable to the project's research themes and stakeholder communities and project progress. For example, specific channels are to be used to reach particular target groups, and dissemination materials may have to be tailored to the needs of different end users.
2. **Flexibility.** Communication in MIND STEP needs to be flexible and open, in order to create a responsive framework to changing needs and challenges.
3. **Tailoring of messages/usage of appropriate language.** MIND STEP needs to be able to speak not only to academic audiences in a variety of fields but to experts, practitioners, decision makers and the public at large. To achieve this, MIND STEP will follow a multi-layered communication strategy that formulates core messages tailored to the needs and expectations of the various target audiences, and expressed in appropriate language (specialised, technical communication vs. plain, jargon-free communication using laymen's language).
4. **Exploitation of synergies.** To maximize impact and efficiency of exploitation an extensive network of external collaborations of project partners will be used, and opportunities sought to join and contribute to existing networks and platforms which have relevant remits. Key stakeholder networks which will be exploited as conduits for learning and dissemination of findings are in particular the Joint Research Centre of the EC and research institution partners. Further links will be exploited to facilitate tailoring project links to target audiences which emerge over the period of the project to contribute towards project legacy post 2023. As such, the project can draw upon a plethora of expertise, networks and dissemination and communication channels that are already in existence at partner institutions and related projects and that can reach the specific subject communities with which MIND STEP wishes to engage. MIND STEP needs to exploit to the fullest the synergy that can be achieved by building bridges between these existing resources, and must avoid a duplication of effort. Therefore, achieving better co-ordination and cross-fertilisation of existing communication and dissemination activities is central to MIND STEP's mission.

### 1.4.1. Communication in H2020 projects

Communication about MIND STEP aims to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing **how European collaboration has achieved more than would have otherwise been possible**, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;



- showing **how the outcomes are relevant to our everyday lives**, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- **making better use of the results**, by making sure they are taken up by decision-makers to influence policy making and by industry and the scientific community to ensure follow-up.

Strategic communication involves the following principles:

- targets, audience and message clarified before deciding on the media,
- focus on formulating the right message before choosing the appropriate media,
- 'why' or 'what' questions are answered, as objectives are clearly defined,
- creative people plan to achieve desired outcomes.

### 1.4.2. Dissemination in H2020 projects

Dissemination of results is a contractual obligation for projects funded under the Horizon 2020 programme. Horizon 2020 beneficiaries, therefore, conduct various dissemination activities through different means including electronic tools such as project web sites, e-publications, information platforms, and printed material such as leaflets, press releases, posters, as well as various events including stakeholder workshops, thematic meetings and conferences at national and European level. At the same time, however, dissemination activities shall be compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owner(s) of the foreground, as stated in the EU Grant Agreement. In many countries (including most Member States) and under the European Patent Convention, an invention is no longer patentable once it has been disclosed; therefore, it is important that care is exercised in contemplating publication of project results.

To implement dissemination and exploitation activities effectively, it is important to have a good understanding of the definitions of the respective terms and concepts within the context of Horizon 2020 projects. MIND STEP partners are therefore encouraged to consult the following key documents and online sources for the definition of various terms and description of various procedures and processes as well as the respective roles and responsibilities of each party.

- The MIND STEP Grant Agreement including:
  - Annex 1 – Description of the Action (DoA), in particular description of WP8. Dissemination and Exploitation in Part A, and Section 2.2 Measures to maximise impact in Part B; and
  - Terms and Conditions of the Grant Agreement, in particular subsection 3 (Rights and Obligations Related to Results).
- MIND STEP Consortium Agreement, in particular section 8 (Results), section 9 (Access Rights), and section 10 (Non-disclosure of Information)
- European IPR Helpdesk's Fact Sheet "The Plan for the Exploitation and Dissemination of Results in Horizon 2020" (v2015 July):

[https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results\\_1.pdf](https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf)

### 1.5. Stakeholder engagement principles

Stakeholder engagement and/or participatory practice is increasingly becoming a part of mainstream practice and central to research and innovation delivery. It is being used as a means to improve communications, obtain wider professional support or buy-in for projects, gather useful data and ideas, enhance public sector and provide for more sustainable decision-making.

A stakeholder can be defined as any person, or group, who has an interest in the project or could be potentially affected by its delivery or outputs.

Stakeholders can be categorised into ‘groups’ based on a number of factors specific to the project in concern such as geographic boundaries or location, recognised bodies or institutions.

Stakeholder identification is a critical component of the initial scoping phase and should occur before the engagement plan is formulated and consultations begin.

The levels of participation may range from

- Informing: provision of balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions
- Consulting: obtaining public feedback on analysis, alternatives and/or decisions.
- Involving: working directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood and considered
- Collaborating: partnering with stakeholders in some aspects of the decision-making including the development of alternatives and the identification of the preferred solution
- Empowerment: placing the final decision-making in the hands of the stakeholder in concern

Desired outcomes are the overall aims of an engagement process. The desired outcomes of a stakeholder engagement exercise should always be at the forefront of planning an engagement process. They should be clearly stated, detailing exactly what is sought from the process and should transcend all other considerations, always remaining the focus of the engagement, rather than the outputs of the process itself.

Defining the purpose or reason for why a stakeholder engagement process should take place, is perhaps the single most important stage of any stakeholder engagement process.

To help define an accurate purpose, the following questions should be asked:

- What do you want to have achieved overall at the end of this process (i.e. anticipated outcomes)?
- What tangible products do you want to have produced from this stakeholder engagement process (i.e. key outputs)?
- What needs to be done with these outputs, in order to ensure the desired outcomes are achieved?

Identifying the scope of a project helps to define an appropriate and achievable purpose. The context of any stakeholder engagement is determined by a broad spectrum of factors including characteristics and capabilities of participants.

Identifying who should be involved/consulted in the engagement process is perhaps one of the most difficult parts to doing stakeholder engagement.

It is important to consider and discuss with participants what they want to get out of the process and what could prevent them from participating. If everyone’s motivations can be clarified at the start, there will be less confusion and everyone is more likely to be satisfied with the outcomes.

The Engagement Plan (EP) should only take place after the Scoping Process is complete

Critical elements of any engagement plan:

- time schedule,
- resource allocation,
- desired outcomes,
- communication strategy (including follow-up),
- delivery logistics
- selection of methods/techniques to be used in the engagement

A good review process is more than just a useful tool; but rather an essential criterion for the effective management of any stakeholder engagement process.

### 1.6. Continuity and document maintenance

This deliverable D8.1 will be maintained and formally updated as needed, as the project proceeds, based on inputs from all partners in their regular progress reporting. Upon the very first update a revision history log will be added. When changes occur, the document's revision history log will reflect an updated version number, the date of the new version, the author making the change, and a summary of the changes.

Partner input tables on communication-dissemination plans will be kept live on the project restricted access SharePoint site and regular reminders will be sent to partners requesting for updates to ensure that continuous supply of information is provided.

### 1.7. Relationship with other project milestones and deliverables

This deliverable provides a generic guideline to the concerted COMDISS actions of the consortium in which all partners participate, and all other WPs contribute to through providing information and project results to be disseminated.

Furthermore, **Section 10** the Stakeholder Engagement Plan (MS 13) defines the roadmap to facilitate exchange and knowledge transfer with the MIND STEP public and private stakeholders in activities in WP1 and WP6.



## 2. AUDIENCES AND TARGET GROUPS

It is of strong interest to the project and its partners to disseminate its ideas and results to a community as wide as possible – although being focussed on the identified main target groups in order to reach the objectives of dissemination and exploitation.

The ambition of MIND STEP is to address a number of existing scientific, technical and operational challenges linked to Individual Decision Making (IDM), to improve current agricultural policy models. Therefore, MIND STEP will develop a modular and customisable suite of IDM models, which focus on behaviour of individual farmer, and interaction between farmers, other actors in the agricultural food chain and non-food chain actors. The focus of the new IDM models will be defined in the “conceptual framework”. This framework will be developed at the beginning of the MIND STEP project with involvement of farmers, food industry, regional, national and EU policy makers and other stakeholders.

The wider scope and the particular focus on measures targeting individual farmers ask for a new generation of impact assessment tools. The EU needs to take national and regional conditions and policies into account in evaluating its policies and regional authorities need tools. These new tools should comprehensively inform on impacts of the CAP and other policies related to agriculture, both ex-ante and ex-post.

### 2.1. MIND STEP’s main target audiences

MIND STEP’s Dissemination and Impact Strategy and Stakeholder Engagement Plan targets the following audiences:

1. EC and its agencies, international bodies and government representatives, tailoring findings for design of measures in policies and mechanisms post-2020 (e.g. rural development, climate change, CAP, Biodiversity Strategy, Renewable Energy Strategy, Social Cohesion Policy, etc.).
2. Local, regional and national governments, policy makers and technical staff relating to the policy cases, to participate in scenario and knowledge sharing activities.
3. Public-private businesses, regulatory and managing authorities, regional enterprise and planning authorities, and representatives of farmers, value chain and consumers to identify opportunities for investment and job creation.
4. NGOs, civic organisations, local community representatives relating to selected regional policy cases to participate in knowledge sharing activities.
5. Citizens and community groups with a particular focus on the selected regional policy cases to address specific national, regional or local issues to be considered in the toolbox development.
6. Multi-disciplinary projects and innovation actions, especially through links with EIP-Agri, with similar or relevant topics to agricultural policy making to, via networking, to exploit synergies and to prepare the field for exploitation of the project outcomes hence strengthening the implementation of European policies and solving societal challenges.
7. Scientists in disciplines relevant to agricultural economics, behavioural economics in social and natural sciences, climate change adaptation, biodiversity, rural development and landscape planning.
8. General public to show how the outcomes are relevant to people’s everyday lives.

Table 2 shows the list of the most important *target audiences* for MIND STEP, the *geography* of their interest (e.g. Europe-wide, EU, national, regional), and the *purposes of the information exchanges* (e.g.

influence and adoption, originating ideas and identifying concerns, training and education, information provision, feedback, dissemination).

External communication activities will support the creation of impact of **MIND STEP**, seeking to maximise awareness of project aims, activities, and results amongst relevant audiences. Means of communication will be carefully designed to reach different target groups. Through effective communications, **MIND STEP** will create optimal conditions for transferring and exchanging knowledge between *science and practice labs*, and *across European, national and local levels*.

**Table 2: MIND STEP's main target audiences**

National, regional and local levels	International and EU level
<ul style="list-style-type: none"> <li>National regulators and policy teams</li> <li>Communities in case study areas including private and public sector practitioners: experts and local action groups, advisory services, rural operators, industry</li> <li>NGOs, civic organisations, local community representatives</li> <li>Knowledge brokers and consultants</li> <li>Civic society and general public</li> <li>Research and scientific community</li> </ul>	<ul style="list-style-type: none"> <li>EU level policy makers or institutions (e.g. DGs AGRI, ENV, GROW, CLIMA, EU Climate Change Risk Assessment, EIP Agri, EIP Water, ENRD, JRC), European Political Strategy Centre</li> <li>EU level NGOs, civic society associations</li> <li>Scientists</li> </ul>

## 2.2. Nature & means of engagement of MIND STEP's main target audiences

By *monitoring stakeholder engagement* and use of information, we will adapt and improve mechanisms to ensure products are fit for purpose in improving the range and relevance of available models and tools for taking individual decisions into policy making. The nature and means of proposed engagement of MIND STEP's main target audiences is presented in Table 3

**Table 3. Nature and means of engagement of MIND STEP's main target audiences**

Target audiences	Description of Engagement	Mechanisms for engagement
Science laboratory	<i>MIND STEP internal communication: scientific staff from different disciplines and countries</i>	Internal meetings
<b>Policy makers at EU level</b>		
The European Commission + European Parliament	Communication channels will be used throughout the project for informing EC-level policy and decision-makers in EC DGs responsible for connected policies relating to MIND STEP (AGRI, ENV, REGIO). Engagement with European Parliament will focus on <i>Intergroups</i> : Biodiversity, countryside, climate change, sustainable development and biodiversity, Common goods and public services, European tourism development, Rural, mountainous and remote areas, Seas, rivers, islands and MIND STEP areas, and Social Economy.	Targeted <b>MIND STEP</b> leaflets, website and e-newsletters, social media, event attendance. Final conference (WP8).
<b>Policy makers at local, regional and national level</b>		
European, national and regional level decision-makers	European, Associated and non-EU countries (e.g. policy makers and practitioners) will be closely involved through direct participation in project activities, provide feedback and will seek to benefit from MIND STEP at different geographic levels.	Participatory workshops of researchers and other stakeholders in the following topics: Scoping and understanding policies and trends (WP1), improving acceptance of the MIND

Target audiences	Description of Engagement	Mechanisms for engagement
		STEP Toolbox (WP6), final conference (WP8).
Stakeholder laboratory	<i>National level policy and decision-makers (e.g. public administrations)</i> in case study areas to co-develop and use transition pathways and policy frameworks of regional or local responsibility (e.g. RDP). National stakeholders involved MIND STEP Platform will provide feedback on defining policy priorities applying the IDM models to actual cases in different contexts, and generic feedback on the impacts of using the MIND STEP Toolbox (WP4,6).	MIND STEP platform (WP8), workshops (WP1, WP3, WP4, WP6); Final conference (WP8). Possible involvement of local and national stakeholders in WP3 and WP4 is related to trust building and validation purposes as input to WP6.
<b>Private and public sector practitioners and experts</b>		
Stakeholder laboratory	<i>Private and public sector practitioners.</i> Local practitioners involved in case studies contributing to the feedback on the potential impact and/or benefit from such approaches.	Participatory workshops (WP3, WP4).
Knowledge brokers	Practitioners and advisors working with local development strategies and giving guidance on policy design. These are generally between the <i>science</i> and <i>stakeholder labs</i> . Some local knowledge brokers will be directly involved in consultations in the MIND STEP platform; others will be informed, provide feedback and/or use the tools for policy analysis.	Project website and MIND STEP Platform (WP8); MIND STEP Toolbox (WP6); social media, local workshops, Final conference (WP8)
<b>NGOs, civic organisations</b>		
Stakeholder laboratory	<i>Environmental NGOs and Civil Society</i> stakeholders in RDPs and their roles in relation to public goods (e.g. carbon management, flood risk mitigation, landscape, soil quality). Some will be involved in consultations in case studies at local or territorial levels for feedback.	Project website and MIND STEP Platform (WP8); MIND STEP Toolbox (WP6); social media, local workshops, Final conference (WP8)
<b>Multi-disciplinary projects and innovation actions</b>		
Science laboratory	<i>Projects</i> relevant to MIND STEP (e.g. SUPREMA, SURE-Farm and fellow projects BESTMAP and AGRICORE) providing feedback, sharing knowledge, co-dissemination.	Project website MIND STEP Platform, newsletter, social media (WP8);
<b>Academia and research</b>		
Science laboratory	<i>Scientists external to the project</i> providing feedback, sharing knowledge and using MIND STEP outputs in further development of research and thus beneficiaries.	Project website, scientific articles.
<b>General public</b>		
Citizens/the public	Explaining significance of the research, and potential benefits of MIND STEP development thus serving society.	Project flyer, website, e-news, social media (WP8).

See **Appendix 3** for the target groups and related types of communication/dissemination purposes identified so far by the MIND STEP consortium. **Appendix 3** will be regularly revised and updated by the Communication, Dissemination and Exploitation Team.

## 2.3. Communication activities and channels targeting specific audiences

Table 4 summarises the communication activities and channels that target specific audiences at different levels. For more details on the communication, dissemination and implementation plan see **Section 9**.

**Table 4 Communication activities and channels targeting specific audiences at different levels**

Communication activity	Target audiences					
	Policy makers at EU, local, regional and national level	Private and public sector practitioners: experts and local action groups	NGOs, civic organisations	Multi-disciplinary projects and innovation actions	Academia and research	General public
Project website	X	X	X	X	X	X
Popular articles, interviews in online and print mass media	X	X	X	X	X	X
Videos		X	X	X		X
Infographics	X	X	X	X		X
Online broadcasts	X	X	X	X	X	X
Flyers, brochures, posters, banners and hands-on materials	X	X	X	X		X
Social media (Twitter, LinkedIn)	X	X	X	X	X	X
Policy briefs	X					
Articles in peer-reviewed journals				X	X	
Presentations at conferences	X		X	X	X	

### 3. VISUAL IDENTITY

The Visual Identity Guide has been designed to ensure that throughout the 4 years of operation of the MIND STEP project, the members of the project consortium prepare their communication materials in a coherent way. **Appendix 8** includes rules for the use of the visual identity of the project in communication which are aimed at promoting the MIND STEP project.

The Visual Identity includes a logo as well as templates and guidelines for the partners on the rules of using the communication elements aimed at promoting the MIND STEP project and acknowledgement of the EU funding. All the deriving digital products, online media presence and offline materials will be made coherent in order to create brand awareness among the targeted audience. The visual identity guidelines are in line with the obligations of beneficiaries regarding information and communication and dissemination measures included in Articles 29 and 38 of the Grant Agreement Nr. 817566.

#### 3.1. Project document templates

MIND STEP consortium partners are provided with Word document template, Word report template, Excel template and PowerPoint template to ensure standardising the project documentation with unique visual identity throughout the project lifetime. The templates are made available in the intranet SharePoint file repository system.

## 4. COMMUNICATION-DISSEMINATION CHANNELS

**Dissemination activities** focus on sharing its results in technical terms whereas **communication activities** aim at informing the public at large about the project's existence, objectives, and impact on the daily lives of its citizens.

A key objective of communication activities is to engage the public, actors and stakeholders, particularly local stakeholders who have not directly been involved in the participatory workshops. An additional objective is to raise their awareness on sustainability of agriculture and rural areas, encouraging dialogue, receiving feedback and increasing public literacy on the subject, including by co-creating, in layman's terms, examples of synergistic business and policy solutions.

To use effective communication channels and reach a wide audience, **MIND STEP** will apply the following **principles** in its communications:

- Equality of rights to information, in line with rights of data access and open publishing, whilst protecting intellectual property rights, materials which may conflict with business interests or otherwise compromise the effectiveness of tools in approaches to developing a new generation of impact assessment tools.
- Each communication mechanism will be accompanied by a brief summary to aid its use and so support access to more detailed information.

**MIND STEP** will use a wide range of communications tools to promote the project and its findings to influence, elicit responses, and inform target audiences. They are designed to enable reach to audiences at international (i.e. beyond Europe), European (EU, institutions, Member and non-Member States), national, regional and local levels. In every case, the final design of mechanisms is subject to highest levels of quality control and ethical standards.

### 4.1. Project website

The internet is an unrivalled source of information and has become a very important channel for communication.

The MIND STEP website (<https://mind-step.eu/>) is a key management tool, capable of improving the communication and dissemination of project activities and results to a wide range of stakeholders from experts and specialists, to policy decision makers at all levels and public funding authorities, as well as the general public.

GEO creates and updates the project website based on contributions from all partners.

The site hosts information of aims, objectives and scope of MIND STEP, partnership, key findings, and: (i) working material and activities; (ii) search facilities; (iii) downloadable tools, reports, synoptic video and Power Point presentations, and dissemination materials. Its management ensures contemporary content and up-to-date news on external policy and science developments relevant to project remit. It will be maintained for up to 5 years after project completion.

The structure of the starting page with later plans for the MIND STEP platform is described in Figure 1.

{MIND STEP logo}						
NEWS	ABOUT	MIND STEP TOOLBOX	RESOURCES	LINKS	GET INVOLVED	PARTNER LOGIN
{Slider with 3- 5 items}						
{Project title:}				Partner login - highlighted		
{end of 1 <sup>st</sup> display page, further scrolling}						
{title}About {photo here} Welcome to MIND STEP MIND STEP is a European research project aiming to improve exploitation of available agricultural and biophysical data and will include the individual decision making (IDM) unit in policy models.  More about MIND STEP {link to the About page}				Twitter feed embed {https://twitter.com/MindstepP}		
News and events						
Resources:{links to}						
Publications and Deliverables	Newsletters	Presentations		Videos	Policy briefings	
Partner logos						
{EU acknowledgement} {EU logo} The project leading to this application has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 817566. This website reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains. Copyright © 2019 - GEO MIND STEP Terms of use {link} // Privacy Policy{link}				Subscribe Newsletter  Subscribe to our newsletter and get the latest project news  {field for email input} Subscribe button		

**Figure 1 Structure of the project website start page**

The layout of the website is extremely important regarding the overall attractiveness and readability. For the visuals and sample pages of the website see the Visual Identity in **Appendix 8**.

For **stakeholders without in-depth technical knowledge** across topics, internet-hosted geographical media (e.g. Google maps, interactive infographics) will form part of the suite of media for raising awareness of project activities, surveys, tools and findings. Electronic voting and IT media will enable online feedback on individual events, the nature and content of different types of knowledge, and opinions on prototype outputs (e.g. novel data and tools generated for the MIND STEP platform).

**Project website KPI target for the project lifetime: more than 5,000 visits.**

**Appendix 1** gives further guidance on more technical details and for working with the website (incl. content supply, maintenance and further development).

## 4.2. MIND STEP Platform

MIND STEP seeks to promote group learning processes and co-creation of knowledge with actors and stakeholders both through physical interactions such as workshops and focus group discussions at EU, national and regional levels, , as well as through virtual networking in the MIND STEP Platform (MSP).

Based on inputs from WPs, the visual frame of the MIND STEP Platform will be programmed and technically maintained by GEO by Month 8 (D8.2), which will provide a platform for continued knowledge sharing and capacity building as a project legacy.

The MIND STEP Platform will provide a space for networking and knowledge exchange amongst the members of the Stakeholder Reference Group (SRG) and the Stakeholder Advisory Board (SAB). It also serves as a tool for informing SRG and SAB members about the project processes and developments and actual questions and challenges, providing a forum for replies, opinions and recommendations.

The purpose of the MSP is to

- support communications, knowledge exchange and networking within and amongst members of the case studies, the Stakeholder Reference Group, the Project Advisory 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 discussions at stakeholder workshops.

### 4.3. Publishing MIND STEP on other websites

Succinct, tailored sections of re-useable text will be prepared and be available through the Share Point intranet for dissemination through partners' channels and to accompany effective and visually coherent use of video clips, infographics, icons, explorable explanations and images produced in WP8.

### 4.4. Social media

To maintain ongoing contact, interest and awareness, a comprehensive **social media strategy** will be implemented through **Twitter** and **LinkedIn** which will adhere to relevant regulations, ethical considerations and personal privacy. This will foster networking and linking opportunities, allowing a larger participation and engagement of target groups and stakeholders. A project profile will be designed and regularly updated to serve as an interface with a broader range of stakeholders. These stakeholders can facilitate communication and exploitation, and will be especially useful to promote interaction with relevant discussion groups, related to the topic of the project.

#### MIND STEP's Social Media Strategy

The social media strategy aims at:

- Identifying and approaching persons and organizations already active in fields related to the project activities.
- Get project/ service well known through social media and call for "Action".
- Spreading news/content about the project: project content, activities, news, results etc.
- Engaging social media followers, preferably by directing them to the MIND STEP project website and the MIND STEP Platform
- Creating interactive forums at European and national scale

Actions to be performed in this context include:

- Identifying and approaching the relevant persons and organizations
- Get enlisted in relevant LinkedIn Professional Groups
- Regular social media posts aiming at informing or initiating discussions/debates/feed back
- Social Media Campaigns: Boosting posts towards the target group

**Social networks KPI target for the project lifetime:  
more than 5,000 impressions on social media**

**Appendix 2 Section 2.7** contains the **partner level tentative KPIs for social media contributions** to the project social media accounts and in Section 2.8 the tentative **MIND STEP social media calendars** planned for 2019 and 2020 that will be implemented by partners as feasible, and updated regularly as upcoming opportunities (events, activities) arise. Partners may swap between their tentative post contribution timings indicated in the calendars in order to give preference to posts on topics and items that are related to specific partner and specific date (about e.g. events, stakeholder workshops, co-dissemination activities with fellow projects), and which may be more relevant for a larger audience. The tentative social media calendars, this way, will enable coordination of regular posts on Twitter and LinkedIn, and the sharing (retweeting) of content by partner social media channels. Partners will report about their contributions to the project social media channels and about their posts through their own social media channels in the partner level quarterly communication-dissemination progress reports (see Section 8 ). For an overview of social media accounts of partners and most relevant EU social media accounts by topics relevant to MIND STEP see **Section 2.5 and 2.6 in Appendix 2**. For guidance on how to use social media sites responsibly, how to grow social media accounts and how to keep the social media working and interactive see relevant sections in **Appendix 2**.

## 4.5. On-line repositories

### 4.5.1. OpenAIRE project page

**OpenAIRE** is a pan-European infrastructure to support-implement-accelerate-monitor Open Access and Open Science policies in Europe, an electronic platform for aggregating content (including peer-reviewed articles, datasets and other important scientific publications such as preprints or conference publications) from many different validated sources from Europe and beyond. Currently more than 21 million publications and almost 800 thousand datasets from almost 12 thousand repositories and OA journals. Further information on the functionalities of the systems is available here:

<https://www.openaire.eu/intro-to-functionality/>

MIND STEP OpenAire page:

[https://explore.openaire.eu/search/project?projectId=corda\\_\\_h2020::954901c08ba18ee9e8384ec9888bb7f5](https://explore.openaire.eu/search/project?projectId=corda__h2020::954901c08ba18ee9e8384ec9888bb7f5)

### 4.5.2. Zenodo project page

A research result publishing platform and publication repository related to Openaire is ZENODO managed by CERN. More information is here: <https://www.zenodo.org/features>

MIND STEP Zenodo Community:

<https://zenodo.org/communities/mindstep-h2020/>

### 4.5.3. ResearchGate project page

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

MIND STEP Researchgate page:

<https://www.researchgate.net/project/MIND-STEP-Modelling-Individual-Decisions-to-Support-the-European-Policies-related-to-Agriculture-H2020>

The professional network for scientists and researchers is used by 15 million members from all over the world to share, discover, and discuss research. The networks mission is to connect the world of



science and make research open to all. Regular updates with newsletters and project deliverables will be added to the MIND STEP RG page.

#### 4.6. E-Newsletters

**Newsletter** - a short, visually appealing electronic newsletter sent to all subscribers and partners' networks 6-monthly, including latest news from the field, with external links, and project progress, events and results as well as serving as a platform for the exchange of good practices and networking between with other projects working on relevant topics. Utilizing a database of contacts, it will be e-mailed to interested parties, with an automatic free subscription available.

**Project newsletter KPI target for the project lifetime: at least 200 subscribers**

A repository of newsletters along with the possibility to signing up to the newsletter is available on the project website here: <https://mind-step.eu/newsletter>

#### 4.7. Communication through EC channels

The European Commission can also help spreading interesting project news about events and results both with the help of the project officer and via its specific freely available channels. MIND STEP will be proactive in utilizing the following various opportunities, as well as responding to requests for information.

##### ONLINE NEWS

##### Headlines on the Research and innovation website of the EC

[http://ec.europa.eu/research/infocentre/all\\_headlines\\_en.cfm](http://ec.europa.eu/research/infocentre/all_headlines_en.cfm)

Headlines inform about the latest research and innovation developments within Europe and beyond, this tool explicitly have been created for projects. News items are daily selected to be published on the page.

##### CORDIS News

<http://cordis.europa.eu/news/>

CORDIS is the EC portal for research results. CORDIS News brings news about the latest research and innovation developments within Europe and beyond focusing on policy topics, interviews, events, projects and other news related to research and innovation in Europe.

MIND STEP CORDIS page:

<https://cordis.europa.eu/project/rcn/223209/factsheet/en>

##### Audiovisual news

<http://www.euronews.com/programs/futuris>

Short documentary-style television magazine in various languages, appearing at least 22 times on the EuroNews channel throughout Europe. EuroNews has editorial independence, good stories can be suggested. Since it is television, this is interesting for visually appealing projects and demonstration activities. The Project Officer shall be contacted.

##### PUBLICATIONS

[http://cordis.europa.eu/research-eu/home\\_en.html](http://cordis.europa.eu/research-eu/home_en.html)



## Horizon: the EU's research and innovation magazine

<https://horizon-magazine.eu/>

HORIZON is the EU Research & Innovation e-magazine. It is covering the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth. It is written by independent journalists on behalf of DG Research & Innovation and is updated at least three times a week with new articles. The editorial board can be contacted via email: [editorial@horizon-magazine.eu](mailto:editorial@horizon-magazine.eu)

## Project stories

<https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>

Articles about selected EU-funded research projects, which led to breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market, at the same time contributing to economic growth and creating jobs and tackling societal challenges. The Project Officer can be contacted about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact project coordinators.

## The research\*eu results magazine

[http://cordis.europa.eu/research-eu/magazine\\_en.html](http://cordis.europa.eu/research-eu/magazine_en.html)

The **research\*eu results**, a print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space. The Project Officer can be contacted about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact project coordinators.

## Newsletters

Newsletters are published by the European Commission for different research areas, the Project Officer can give more information about how to publish something in a specific newsletter.

## Co-publications or editorial partnerships

The European Commission works with private publishers and international organisations to promote the dissemination of relevant publications. Scientific publications and books, including conference proceedings, may be co published in this way. Project officers can give more information.

## EU Open Data Portal

The European Union encourages the reuse of public sector information and CORDIS provides its data in a range of free, open and machine-readable formats, subject to [copyright conditions](#).

Datasets of all projects from each framework programme can be downloaded from the [EU Open Data Portal](#), along with related reference data.

## CORDIS Datalab

The Datalab offers new ways to explore the open data of the CORDIS repository. The first visualisation developed is the Collaboration Network, which shows where organisations are located and who they collaborate with in the context of H2020 research and innovation projects.

<https://cordis.europa.eu/datalab/>



## CORDIS Wire

[http://cordis.europa.eu/guidance/wire\\_en.html](http://cordis.europa.eu/guidance/wire_en.html)

The simple page of CORDIS Wire is accessible after registration for free where in the user profile the Wire contributor function needs to be checked in to enable publishing articles or events to the CORDIS News and Events pages. These articles are moderated by the editors at CORDIS. Requires one-time registration at <http://cordis.europa.eu/wire>

## EVENTS

### Events at the Research and Innovation portal of the EC:

<http://www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all>

This website displays research and innovation-related conferences and events. An event can be announced into the event calendar by using the following form:

<http://ec.europa.eu/research/index.cfm?pg=event-submission>

The selection criteria are that the event has to be related to research and innovation activity in the EU.

### Events on the CORDIS website under News and Events:

[http://cordis.europa.eu/news/home\\_en.html](http://cordis.europa.eu/news/home_en.html)

This website displays research related conferences and events, submitting an event requires one-time registration on the CORDIS website.

### Conferences and events organised by the European Commission

Throughout the year, the European Commission (co-)organises a variety of conferences, both in Brussels and elsewhere. These may include exhibition areas or sessions at which projects and results can be presented.

### Direct engagements with DG Agri and other DGs

Through liaising with the DG Agri Research Programme Officer **timely and targeted briefings** - in clear and understandable language with enlightening examples - will be held for European authorities and officials (in the form of dedicated meetings, lunch-time conferences; or article in EC internal newsletters) from the project outset to exchange information about MIND STEP and obtain feedback on requirements for delivery to the delivery of policies on CAP, Biodiversity and the 7<sup>th</sup> Environmental Action Plan, etc. On project conclusion, in addition to the Final conference, a briefing event will be sought with key relevant European DGs (AGRI, ENV, CLIMA, REGIO, RTD), agencies (EEA - European Environment Agency, JRC – Joint Research Centre) to present findings and feedback on MIND STEP.

## 5. DISSEMINATION MATERIALS AND PUBLICATIONS

### 5.1. Project leaflet

The MIND STEP leaflet will be an A4 cut trifold (i.e. A4 size format sheet folded into thirds cut rectangular). It will provide a brief information document written in clearly understood language, containing an overview of the work plan of the project and consortium members. It will be designed in a layout suitable to conveying its message effectively, be read quickly, and understood by all target groups and stakeholders interested in the project.

**Project leaflet KPI target for the project lifetime: distribution of 500 leaflets.**



The MIND STEP leaflet will be produced in relevant national languages if needed and used for distribution to target audiences, at policy events and scientific meetings. All leaflets will be available in electronic format for download from the project website's [Resources section](#). Later updates of the leaflet will contain summaries of major findings, achievements and policy recommendations will be produced tailored to target audiences. For the layout of the initial project leaflet see the Visual Guide in **Appendix 8**.

## 5.2. MIND STEP poster

The generic MIND STEP project poster in a physical form of a roll-up poster will provide basic information about the project (project title, partners, contacts), including the financial support from the EU, that is aimed to be used as back-drop to support dissemination activities during events, presentations and related social media posts.

## 5.3. Open access publications, scientific articles

Widely read online and print media will be targeted with articles accessible by local to international **professional stakeholders**.

Scientific articles will be published in field-relevant publications, journals, online and general media, with a preference to Open Access journals (i.e. Gold Standard) and local outlets. Green Access publishing, free of charge after an embargo period, will be considered as an alternative to increase the access to project results. MIND STEP partners will act as multipliers, contributing to dissemination of articles through their networks.

For **domain specific or interdisciplinary scientific** audiences, scientific articles will be prepared from all relevant WPs and published in leading international peer-reviewed journals through open access publishing. **MIND STEP** will implement an Open Access policy by providing timely access to scientific results, either by choosing open access journals, paying for Gold Standard Open Access for key articles, or by placing manuscript versions of accepted peer-reviewed publications on a project publication repository on the web-portal (Green Standard), adhering to the rules of the relevant publishers. A Publication Plan will be developed, agreed by partners, and integrated within the Communication, Dissemination and Impact Strategy and Plan. Scientific papers will be a primary means of dissemination to the scientific audience.

Technical reports will be produced to make available early information on scientific results through the MSP to the SRG and SAB in shorter time periods. These reports will also provide a basis for feedback, internal discussions and improvement of the results.

The dissemination of knowledge by means other than scientific publication will be granted if this does not adversely affect protection an exploitation of IPR.

See **Appendix 6** for a list of scientific journals that has been identified by the MIND STEP consortium for publishing about the project. **Appendix 6** will be regularly revised and updated by the Communication, Dissemination and Exploitation Team.

## 5.4. Other publications and communication in mass media

Traditional tools such as **targeted policy briefs**, newspapers, newsletters, articles, leaflets, magazines and press releases will also be exploited, as well as in person communication by partners' participation at relevant events and workshops, final project events, briefings and so on. This is crucial for reaching a critical mass, to foster knowledge exchange, to discuss the progresses of MIND STEP and challenges and to disseminate its results among the scientific community, policy makers, public authorities and other relevant stakeholders.

For **general public** audiences, press releases targeting mass media, or technical press will raise the profile of activities and findings of **MIND STEP**. These will be accompanied by a social media strategy to ensure a continuous flow of information for targeting impact. Through these media, targeted messages on achievements will be circulated to promote end-user awareness about **MIND STEP**. For all communication materials, clear branding will include acknowledgement of EC funding.

Suitable outlets (e.g. local newspapers or online networks) prospectively interested in the aims and outcomes of **MIND STEP** will be identified by WP8 throughout Europe.

**Popular news items** and popular articles aimed at local audiences, provided in local languages in regional and local news media.

**Press releases** will be used to raise attention of journalists both to interesting and newsworthy items from MIND STEP and/or to announce a forthcoming project event. A contacts database of editorials of relevant newspapers is continuously being built by the consortium to ensure the right targeting of press releases. The EU Commission will be informed of such events to allow reference to this media attention.

See **Appendix 6** for a list of international, national, regional and local press that has been identified by the MIND STEP consortium for publishing about the project. **Appendix 6** will be regularly revised and updated by the Communication, Dissemination and Exploitation Team.

## 6. EXTERNAL PEER-TO-PEER EXCHANGE

### 6.1. Stakeholders' platform, stakeholder workshops and consultations

Stakeholder engagement and/or participatory practice is increasingly becoming a part of mainstream practice and central to research and innovation action implementation and delivery. It is being used as a means to improve communications, obtain wider professional community support or buy-in for projects, gather useful data and ideas, enhance project reputation, and provide for more durable and sustainable project outcomes. Although MIND STEP is not pursuing a multi-actor approach at governance per se, it strives to involve stakeholders at all scales and levels (e.g. European, national, regional, local) to ensure that the research can focus on most topical issues and practical problems. MIND STEP creates a Stakeholder platform that involves stakeholders from public and private organisations (EU, national and regional policy makers, farmer organisations, food industry, consumer organisations, environmental groups, non-governmental organisations). Policy and stakeholder engagement take place during different phases in MIND STEP.

A multi-platform outreach approach to dissemination will bring MIND STEP results to the professional communities, highlighting why and how outcomes will benefit target audiences. All non-confidential products generated will be freely and openly available (e.g. MIND STEP website, MIND STEP Zenodo community page; OpenAIRE EC platform). An essential activity is the design and running of a Europe-wide dissemination campaign to:

- i. create stakeholder awareness of the MIND STEP Toolbox, policy cases and the project as a whole;
- ii. disseminate results;
- iii. reach networks of policy impact assessment specialists and policy makers;
- iv. create the basis for a significant legacy of project outcomes;
- v. dissemination of success stories of achievements of MIND STEP to promote adoption of the approaches to sharing knowledge, add value, lever resources and promote project innovations and synergies amongst end-user and stakeholder communities in the MIND STEP-rural areas.

Methods for securing timely and appropriate interaction with stakeholders and end-users and the public will be developed such that **MIND STEP** achieves and maximizes the required impacts. Recognising the importance of **face-to-face communication** (in addition to other means) MIND STEP will formulate a stakeholder platform and utilize stakeholder interactions in workshops to elicit feedback (e.g. scoping and understanding policies in WP1) or creating trust with using the Toolbox (in WP6).

To develop the materials for practical applications in national contexts MIND STEP will actively involve stakeholders through creating a stakeholder platform and organizing **workshops** for the benefit of the targeted end-users. All partners bring in their (inter)nationally wide network connections in creating and populating a stakeholder platform for engagement. Though partner expertise smoothly complements each other, it is essential to discuss, validate, revise and disseminate results of the improved data and modelling capacity with stakeholders from outside the consortium.

**Workshops KPI for the project lifetime:  
four workshops with cca. 20 participants per workshop including project staff.**

The stakeholders' platform in **MIND STEP** will include expertise from EU policy makers, non-governmental organizations (NGOs), European farmers organisation (COPA-COGECA), regional governments and farmers giving input. Relevant stakeholders will be acquired depending on their interest and knowledge on data and/or model issues that are explored during the project and which need to be tested, validated or applied. THUENEN, GEO, JRC and WEcR have experience with structures stakeholder processes with representatives of agricultural and related policies, industry, NGOs, farmers and farmer organisations and science. Planning exploitation activities will be a progressive, iterative process, co-developed with stakeholders.

External groups such as the Stakeholder Reference Group and the Stakeholders' Advisory Board (SAB) will be engaged through a series of events and workshops.

The involvement of such stakeholders is designed in WP8 and will be implemented in WP1 and WP6 to enable the co-production of stakeholder-relevant deliverables. Such workshops are designed to engender positive and productive engagement of the core group of stakeholders to facilitate dissemination to other relevant groups (e.g. using MIND STEP information sheets, synoptic PowerPoint presentations, business breakfasts, video clips). The production of participatory materials will adhere to the relevant elements of D9.3 (Research Data Management Plan) and D10.1 (Ethical requirements regarding participant rights, e.g. privacy, informed consent).

Stakeholder workshop outcomes will be systematically collected and disseminated on the web portal, social media and other contemporary mechanisms that emerge over the period of the project. Narratives from participation events will be used to develop 'end-user' oriented messages for publishing on the website, social media and online broadcasts. These messages will be co-developed with the SAB and task relevant partners. Workshops will be accompanied by mechanisms for collecting feedback and evaluation of content and processes of events (see quality assurance part in D9.3 Research Data Management Plan). Through the inclusion of national and regional policy makers and stakeholders in land management, information and conclusions from workshops will be fed back into the relevant policy, practice, and scientific forums.

The involvement of the stakeholder platform in **MIND STEP** will ensure that the knowledge generated in **MIND STEP** will not stay at the academic level, but will be diffused to the communities and researchers of concern. It will contribute to awareness raising of the society for the influence of behaviour of the IDM unit on sustainability and will support policy makers with fulfilling EU and national CAP strategy and action plans.

For more details on stakeholder engagement in MIND STEP *see Section 10*.

## 6.2. Organisation of and participation at conferences and workshops

All opportunities will be thought to organize targeted thematic events that add value to project events, e.g. special sessions of international conferences, as well as at events organised by the EC.

Where possible side events and exhibitions within the major international conferences will be organised or attended to reach a wide number of participants, enhancing the project visibility and involving both relevant stakeholders, science, authorities and general public. Taking into consideration the budgetary limitations the main criteria for participation are the outreach to relevant stakeholders and the scientific quality.

**Presentations at scientific conferences KPI for the project lifetime:  
at least six organised sessions at international conferences.**

**Organised sessions can also be organised together with fellow projects BESTMAP and AGRICORE.**

Partners will participate in targeted events, fairs and conferences, as well as in regional, national and international events to present the project and developing networking opportunities. Presentations will be given by relevant partners as speeches during conferences, poster presentations during congresses, or technical /business workshops already taking place at EU and international level. For more details also see **Section 6.2**. For the initial list of events that are identified by the MIND STEP consortium for networking and dissemination see **Appendix 4**. This event calendar will be regularly revised and updated by the Communication, Dissemination and Exploitation Team.

## 6.3. Final conference

In order to strengthen the visibility of the project, fostering exploitation of project results, and presenting it to the general public, target groups and relevant stakeholders, the consortium will organise a final conference. Project findings and results will be presented at the conference and will be promoted for wider exploitation.

A 1-day final conference will be designed as an open international science and stakeholder conference, proposed to be held in Brussels. It will provide a synthesis of the research findings and the impacts created by the project on the primary analysis and findings and recommendations, and putting the outcomes of MIND STEP into a wider context of sustainable food security. The primary target audience will be those with European and national level policy responsibilities and interests, including representation from outside Europe.

**Final conference KPI: at least 80 attendees**

Partners involved will establish sufficient time for: organizing the involved will establish sufficient time for: organizing the events, identifying the venue and dates in advance, notifying target audience, setting up the format of the conference to ensure participants' needs, as well as maintain a high quality, professional image for all aspects of the events, including advertising materials, programme and proceedings etc.

Outcomes of the discussions will be made available in the form of conference proceedings (MS16) on the MIND STEP website.

## 6.4. Networking and Knowledge Exchange: collaborating with other projects

Networking and synergies - all partners commit to present project objectives, activities and results via their own websites, social media and newsletters, and contacts at events/conferences/workshops. This will include visits, meetings, exchange of information, or participation in information platforms, through other projects, initiatives related to project objectives.

For the initial list of events that are identified by the MIND STEP consortium for networking and dissemination see **Appendix 4**.

See **Appendix 5** for projects and other initiatives that the MIND STEP consortium has identified for networking. **Appendix 5** will be regularly revised and updated by the Communication, Dissemination and Exploitation Team.

**MIND STEP** will draw on and link to activities in recent research projects and to innovation activities that take place in international, European and national research programmes and initiatives in which consortium members are/were involved.

**SUPREMA- H2020 (2018-2020; WEcR coordinator, THUENEN, IIASA, UBO, JRC partner)** established under SFS-49-2017, is a meta-platform for agricultural modelling supported by three main pillars (needs, tools and testing), based on a stakeholder foundation to bridge the gap between expectations of policy makers and capacity of models. The project started in January 2018 and will enhance and strengthen the SUPREMA model family (CAPRI, GLOBIOM, MAGNET, AGMEMOD, AGLINK-COSIMO, MITERRA-EUROPE, IFMCP). Since most of the SUPREMA model family also belongs to the **MIND STEP model toolbox** (IFMCP, CAPRI, MAGNET, GLOBIOM), **MIND STEP** will align with SUPREMA where possible.

**iMAP model platform of JRC.** An integrated Modelling Platform for Agro-economic Commodity and Policy Analysis (iMAP) was created at JRC-Sevilla in 2006 to facilitate the use of selected Partial Equilibrium (PE) and Computable General Equilibrium (CGE) models. It has developed into a policy support-oriented platform for DG AGRI and other DGs that disposes of a number of models, including the current models included in **MIND STEP**. Many partners of **MIND STEP** are actively engaged in iMAP and model enhancements achieved in **iMAP** will be beneficial to **MIND STEP** as well. The other way around, improvements of the current models achieved in **MIND STEP** are directly beneficial and will be accommodated in iMAP as well, this especially accounts for the improved micro-economic underpinning of the current models achieved in **MIND STEP**.

**FLINT** (WEcR, INRA, Farm level indicators for new topics in policy evaluation; FP7; grant 613800) has provided a significant contribution to the field of policy assessment relevant to the CAP by showing the feasibility of collecting farm level sustainability data and illustrating the added value of these data in a number of cases. The project has shown how policy analysis benefit from these additional data on the sustainability performance of farms (profit, planet and people aspects). **MIND STEP** takes these data and recommendations from FLINT into account.

**SURE-Farm** (H2020, 2017-2021) (WU, IAMO). SURE-Farm is a research and innovation project funded by the European Union's Horizon 2020 programme and coordinated by the Wageningen University. The project aims to analyse, assess and improve the resilience and sustainability of farms and farming systems in the EU. In WP3 of the SURE-farm project, the agent-based model AgriPoliS will be adapted to six regions across the EU, such as in Belgium, Bulgaria, France, Germany, the Netherlands, and Romania and extended to better capture, e.g., farm demographic changes. This can be one avenue of input for WP4 of the **MIND STEP** project.

**LIFT** (UBO) aims to identify the potential benefits of the adoption of ecological farming in the European Union (EU) and to understand how socio-economic and policy factors impact the adoption, performance and sustainability of ecological farming at various scales, from the level of the single farm to that of a territory. The project will inform and support EU priorities relating to agriculture and the environment in order to promote the performance and sustainability of the combined rural system. Detailed, quantitative bio-economic analysis of extensive production systems across the EU based on the further development and application of the FARMDYN model made available to study regions in their own country. FARMDYN plays a substantial role in **MIND STEP**, gaining from enhancements achieved in other projects.

**MACSUR** -A detailed climate change risk assessment for European agriculture and food security (See: <http://macsur.eu/>). MACSUR brings together the excellence of research in modelling grasslands, livestock, crops, farms, and agricultural trade, to illustrate how climate will affect regional farming systems and food production in Europe. Focus on methodological comparisons of models and use of their outputs (scaling, uncertainty), link complementary models from different sectors, involve stakeholders and establish a community of practice across a broad range of scientific disciplines. CAPRI, AGMEMOD and MAGNET are part of the consortium. A CAPRI baseline is used as input into the regional pilots, supporting the capacity of CAPRI as a tool for more detailed regional modelling. The impacts of changing diets in Europe and the globe for global and continental greenhouse gas emissions is estimated. **MIND STEP** adds IDM modelling level which also enhances the core models.

**AgMIP** - The Agricultural Model Intercomparison and Improvement Project (See: <http://www.agmip.org/>). AgMIP improves agricultural models and scientific and technological capabilities for assessing impacts of climate variability and change and other driving forces on agriculture, food security, and poverty at local to global scales. It creates a next-generation knowledge platform for agricultural modelling worldwide. CAPRI, GLOBIOM and MAGNET participate in the economic part of AgMIP which allows them to exchange with peers from other major biophysical and economic modelling teams within the world. It provides an infrastructure for database improvements and comparing model results. **MIND STEP** adds an economic micro level and an enhanced toolbox which is beneficial for AgMIP.

**SUSFANS** (H2020,2015-2019) (WR, IIASA, UBO) - Metrics, Models and Foresight for European SUSTainable Food And Nutrition Security (See: <http://www.susfans.eu/>). SUSFANS builds the conceptual framework, the evidence base and analytical tools for underpinning EU-wide food policies with respect to their impact on consumer diet and their implications for nutrition and public health, the environment, the competitiveness of the EU agri-food sectors, and global Food and Nutrition Security. CAPRI, GLOBIOM and MAGNET are core models, and are extended with nutrition and fisheries. A 1.5 degree climate change scenario is quantified and there is a focus on diet related mitigation options. MIND STEP adds the IDM level, aggregation procedures and enhanced behavioural parameters in the core models.

**SIM4NEXUS** (H2020, 2016-2020) (WR) - Sustainable Integrated Management FOR the NEXUS of waterland-food-energy-climate for a resource-efficient Europe (See: [www.sim4nexus.eu](http://www.sim4nexus.eu)). This project develops innovative methodologies to facilitate the design of policies and bridge knowledge and technology gaps in the field of the water-land-food-energy-climate Nexus under climate change conditions. MAGNET and CAPRI are used, able to address some aspects of the Nexus of water, land, food, energy and climate. The capacity to address the Nexus and to cover relevant policy domains is assessed. In MIND STEP the modelling capacity is enhanced, better taking account of the micro level and the Nexus of water, land, food, energy and climate. Such sectors are important to address new challenges like climate change, low-carbon economy and sustainable development goals (SDGs).

**AgriPoliS2020** (DFG, 2018-2021) (IAMO). AgriPoliS2020 is a project funded by the German Research Foundation DFG which aims at improving the sustainability of the agent-based modelling software (e.g., Happe et al. 2006). Specific objectives include the establishment of an infrastructure which allows to increase accessibility for potential further users, manage heterogeneous lines of usage by establishing an adequate modularity and standardization of programming, improve the transparency of programming, assumptions and results, providing improved tools for the analysis of results as well as allowing to test reproducibility of results. As such, this project provides particularly benefits for WP4 and WP 5 in MIND STEP.

**FORLAND** (DFG, FWF, 2017-2021) (IAMO). FORLAND is a Research Unit funded by the German Research Foundation DFG and the Austrian Science Fund FWF which aims to develop a better understanding of land markets and land market regulation. Among other tools and approaches, the agent-based modelling software AgriPoliS will be used to study the effects of land market regulations

on land prices, land allocation, farm structural change and farm income. The extended versions of AgriPoliS provide opportunities for MIND STEP.

**LandSense** (H2020, 2016-2020) (IIASA coordinator, WU, JRC), established under SC5-17-2015, aims to build a far-reaching citizen observatory for Land Use and Land Cover (LULC) monitoring that will also function as a technology innovation marketplace. LandSense deploys advanced tools, services and resources to mobilize and engage citizens to collect in-situ observations (i.e. ground-based data and visual interpretations of EO imagery). MIND STEP explores the possibility to use these data, if feasible in cooperation with other consortia working under the topic.

**DataFair** (WECR) is a running Dutch Public-Private funded project that encourages farmers to make data available for research and big data analysis based on their consents and a central data hub. By estimating benchmark data based on the FADN for each farm in the Farm Census (IACS/FSS) and providing this to farmers they are encouraged to make more data available for a better benchmark and analysis of policy options (citizen science approach). If feasible the data can be used as input to IDM models in **MIND STEP**.

**PEGASUS** (ERA-NET SUSAN - H2020; 2017-2019, *UCSC partner*). The strategic aim of PEGASUS is to propose novel approaches for phosphorus management at the farm, regional, and EU level, in order to balance economic and environmental sustainability of pigs and poultry production, while preserving soil and water ecosystems. In PEGASUS, a bio-economic IDM model for pigs and poultry production is under development, in which both the economic and environmental impacts are considered, with a special focus on the phosphorus and nitrogen cycles. Simulations on the impact of agri-environmental policies on nitrogen and phosphorus will be developed. The bio-economic model developed in PEGASUS can inspire some of the environmental modelling work in **MIND STEP**.

## 6.5. The Agrimodels Cluster

MIND STEP will make use of, and integrate with, relevant activities of projects and events to add value, avoid duplication of effort and dilution of impact on policy advisors, and maximise combined impacts.

The projects BESTMAP (817501) AGRICORE (816078) and MIND STEP (817566) were selected for funding under the Horizon 2020 Call **RUR-4-2018 Analytical tools and models to support policies related to agriculture and food**.

Considering the similarity in part of the activities and expected outcomes, the three consortia are expected to undertake the best collaborative efforts with a view to maximise efficiency and impact, by favouring synergies and avoiding overlapping or duplication of activities. The collaboration will in particular ensure the efficient coordination of activities through e.g. regular contacts and exchanged, sharing of information (where appropriate) and communication and dissemination of results.

Contacts with the two other EU level research consortia and teams working relevant topics are well established (see Agrimodels Cluster:

<https://agrimodels-cluster.eu/>) and will be developed to ensure coherent and complimentary communications. Synergies will be sought in dissemination actions, exchange of materials, cross referencing in project newsletters, establishing links between websites, social media channels, and

### Means of collaborating with fellow projects

- Exchange of information
- Cross-referencing each other's websites
- Holding bi-lateral meetings on strategy and dissemination
- Sharing information regarding key stakeholders
- Organising joint public events
- Publishing joint articles

co-operation to increase efficiency of deliverables. The teams working on relevant topics will be developed to ensure coherent and mutually complimentary communications whenever appropriate.

## 7. INTENDED IMPACTS

MIND STEP seeks to achieve impact in the domains identified in the Call [RUR-4-2018](#), the overall aims of the Work Programme, and the wider EU policy context within which they are integrated. At EU level, such impacts include delivering on the commitment of the EU and Member States to implementing the CAP, Council Regulation for Rural Development, the Natura 2000 Habitats and Birds Directive, the Water Framework Directive, EU Bioeconomy Strategy, 2030 Climate and Energy Framework, Circular Economy Package

On a global scale, the project contributes to realizing the UN 2030 Agenda for Sustainable Development. In its strategy for supporting the 2030 Agenda and the Sustainable Development Goals, the EC identifies Horizon 2020 as one EU Funding Instrument supporting the SDGs, and projects in societal challenges of Rural Renaissance as contributing directly to SDG 2 'Zero hunger', SDG 11 'Sustainable cities and communities', SDG 12 'Responsible consumption and production', SDG 13 'Climate action' and SDG 15 'Life on land'. The aims of MIND STEP in a wider context of increasing sustainable food directly to achieving the SDGs highlighted in Figure 2.



**Figure 2 Policy context: MIND STEP and SDGs**

The project structure and resourcing reflect a commitment by partners to working across science-policy-society interfaces to enhance the salience of outputs, ensure their credibility to stakeholders and end-users (thus impact), and the outcome of a truly transdisciplinary process.

Targeting the outcomes required in the Call, and through its processes of research, MIND STEP will deliver policy (Po), practice (Pr), scientific (Sc), economic (E), environmental (Env) and social (S) impacts.

### 7.1. Improvement of the capacity to model policies dealing with agriculture and related natural resources, food and international trade

*Impact 1: In the short term: improvement of the capacity to model policies dealing with agriculture and related natural resources, food and international trade*

**MIND STEP** will have a significant impact on the effectiveness and efficiency of policies as its suite of models will help policy makers to take better decisions in the design, monitoring and evaluation of

policies. Evidence-based policy making has become standard for effective and efficient government. This evidence-based policy making implies the development and maintenance of an appropriate suite of models for policy design and monitoring that **MIND STEP** will deliver. This suite of models (or toolbox) will be able to cope with the following challenges in policy making.

Agricultural policies justifications for agricultural policy extend now well beyond mere food production. Environmental and other sustainability objectives (like greenhouse gasses, animal welfare or fair trade) are an important reason for policy intervention. Designing an effective and efficient policy implies the balancing of the trade-offs between several policy objectives in the 3 domains of sustainability (economic, environmental and social).

A suite of models will not only have to model the different effects of a policy and the trade-offs between them, but also has to deal with the fact that there are different policies that influence at the same time the behaviour of the decision maker that a policy wants to influence. In addition to the Common Agricultural Policy there are several other European and national policies that influence the behaviour of decision makers: the Nitrate directive, the Water directive are some examples. And in addition, the behaviour is influenced by national and regional policies, including taxes, social security and zoning restrictions, as well as sustainability schemes of food chain actors.

The regional aspect of policies is strongly increasing. The proposals from the European Commission for the CAP in the next decade give more flexibility for the member states to make their own choices in implementation. National and regional priorities will determine the policy mix in the CAP. Differences in natural conditions, national political economy and the organisation of the food chain will make that the policy mix will differ between member states, and within (federated) member states between regions. The **MIND STEP** suite of models will provide micro models that are appropriate to deal with this regionalisation of policies as it puts the individual decision maker central.

The regional aspect of policies is also prevalent in the implementation of the Paris Agreement on Climate Change. With this agreement an opportunity cost has been put on the emission of Greenhouse Gasses at the level of the member states. However, it is up to the member states to which extent and how they will incentivize agriculture, being a sector that is not in the European Trading System for industry, to reduce GHG emissions (including carbon sequestration in soils). **MIND STEP** will create tools for policy design and monitoring that can evaluate the effect of potential climate change policies on agriculture with different national policy options. Due to the comprehensive and appropriate consideration of impacts of different policies at the level of the individual decision maker, the **MIND STEP** suite of models will help policy makers and researchers to estimate the effect of changes in policy measures at the level of individual decision makers like farms and groups of farms (up till the entire agricultural sector or even bioeconomy). This will help policy makers to understand in which groups of farms (regional, size, type of farming, age class etc.) and other affected individual decision makers (proposed) policies lead to undesired effects and based on this they are better able to design off-setting policies. This supports the targeting of policies. Therefore, the results of the project will strongly contribute to an improved design of agricultural and environmental policies. Since it will enable policy makers to take into account the heterogeneity of the farming sector in the EU and its' member states, this will greatly improve the targeting efficiency of the CAP and other policy measures from a farming as well as environmental and societal point of view.

In addition, since policy evaluations and recommendation can be based on the level of individual decision-making units, the transparency and the understandability of evaluations will be increased which in turn facilitates the implementation of improved policy measures. The insight in the policy effects on the level of the individual decision-making unit with the **MIND STEP** suite of models will also lead to a much better micro-economic underpinning of current models used by the European Commission and part of the SUPREMA project (e.g. IFM-CAP, CAPRI, MAGNET, GLOBIOM).

The proposals for the Common Agricultural Policy reform with the flexibility for member states in implementation will create negotiations between different policy levels (e.g. EU Commission and national member states or between member states). These negotiations as well as the monitoring of the execution of policies asks for a suite of models and a set of data that is available to all partners in the negotiation and is undisputed as it is scientifically sound and takes into account the local situation of the individual decision makers that are affected by the policies. The **MIND STEP** suite of models with its increased richness of results will make it easier to illustrate and check claims that proposed policies lead to (un)desired policy effects.

As **MIND STEP** provides examples of improved policy evaluation with more detailed national data (e.g. individual data from the Farm Structure Survey or sustainability data from national FADNs, but also biophysical data), it will stimulate a debate on monitoring activities, the collection of data needed for policy analysis, and will help to make data management more efficient.

**MIND STEP** will contribute to the quality and use of data. In several cases it will be shown that making use of nationally available data sets improve the policy analysis. These data sets include individual data from the Farm Structure Survey or IACS, sustainability data from national FADNs (documented in the FLINT project), **MIND STEP** will show how the organisation of the food chain (contracts, sustainability schemes etc.) has an effect on the behaviour of the individual decision maker and hence the effect of a policy.

## 7.2. Improvement of policy design, impact assessments and monitoring

*Impact 2. In the medium to long term: improvement of policy design, impact assessments and monitoring*

**MIND STEP** provides a new set of tools that provide policy makers with both timely and relevant evidence on the impact of policy on various aspects of the farming sector. It enables policy makers to take into account the heterogeneity and dynamics of the farming sector in the EU and its' member states. The **MIND STEP model toolbox** can be used to test and brainstorm on new type of (regional) policies and policy measures.

**MIND STEP** will provide policy analysts in research and in administrations with a highly modular and highly customisable suit of tools for modelling the (environmental, social and economic-financial) sustainability impacts of policies on individual decision-making units that effect agricultural (market and nonmarket) outputs. The architecture of the **MIND STEP** toolbox will guarantee flexibility in order to model new policy issues and to take advantage of progress in modelling approaches and in Information and Communication Technology (ICT), be it bigger computing power, artificial intelligence or big data sets resulting from the Internet of things. A governance structure based on open data and open software will be set up that guarantees the future use and further improvements of the **MIND STEP** suite of models as an undisputed, science-based facility for evidence-policy making.

The challenges in designing, monitoring and evaluating the efficiency and effectiveness of (agricultural) policies on different justifications for that policy intervention and the trade-offs between its effects asks for better modelling the individual decision-making units in their local context. As situations between types of farming, regions, farm strategies (and other factors) differ, and models need to be manageable and understandable, a one-model-fits-all will not work. Data-availability is also very different between regions, and currently a lot of national data (e.g. sustainability data from national extensions of FADN) is not used in modelling effects of European policies. **MIND STEP** will therefor provide policy analysts with a highly modular and highly customisable suit of tools.

However, as the tools are part of one toolbox the architecture of **MIND STEP** guarantees the coherence between the micro-modelling of the individual decision makers and the aggregated outcomes at higher levels (regions, states, EU, markets). This coherence makes the results more useful

for decision makers as it provides regional and national policy makers with the effects of their policy at EU or market level (e.g. effect on product prices or the realisation of the reduction in GHG) and EU policy makers with better EU and market models.

**MIND STEP** explores the advantages of big data, citizen science and machine learning-based techniques for the parameterisation and calibration of the IDM models. **MIND STEP** also applies techniques from behavioural economic theories to better understand and more realistically model farmers behaviour beyond pure profit maximisation.

With its modular and customisable suite of models policy analysts can make a choice from the toolbox for models that have been tested and used elsewhere and apply this in their region (member state), or adapt it for their regions and submit the adapted model to the common **MIND STEP** model toolbox. This will lead to efficiency in policy analysis. It is also expected that this leads to a better comparison of policies between regions, and could inspire policy makers to improve national or regional policy design due to this benchmarking.

The architecture of the suit of tools will invite continuous innovation in modelling as new modelling approaches (with new data sets or new ICT developments) can be tested and easily added to the suit of tools. As a prove of concept **MIND STEP** will test different (new) types of models (ABM, machine learning) and add them to the toolbox. Different models for different purposes are an expected outcome of such an approach.

This is an important improvement over the current situation where a 'one-size-fits-all' model is quickly outdated or unmanageable due to the many additions to the model. New approaches in ICT support not only handling larger amount of (individual) data sets, agent-based modelling and machine-based learning but also a form of citizen science. Models of individual decision units essentially try to forecast the behaviour of that unit under different scenarios. Communication technology (like the internet) makes it possible and realistic to communicate with that decision-making unit, ask for his/her response to the modelling results for his/her situation and ask to supply extra data to improve the modelling. Which could be rewarded with benchmarking data and output of the modelling. **MIND STEP** will test the usefulness of this approach in some cases. To guarantee the enduring use of the suite of models, **MIND STEP** will develop a governance structure that exploits the toolbox during and after the project to serve policy analysts in the future. This governance structure will guarantee that the toolbox is an undisputed, science-based facility for evidence policy making. It will be based on principles of open data, open software and up to date ideas on research infrastructures in the European Science Cloud. The governance structure will be designed in such a way that new research partners can join and that the toolbox is available to users outside the consortium.

### 7.3. Strengthened transdisciplinary research and integrated scientific support for relevant EU policies and priorities

*Impact 3: strengthened transdisciplinary research and integrated scientific support for relevant EU policies and priorities.*

**MIND STEP** is committed to a genuine transdisciplinary process, reflected in the emphasis on stakeholder engagement and co-creation in the project structure and resources. The impact of transdisciplinary research will be reviewed with the Stakeholder Advisory Group to ensure its scientifically sound application and that all relevant stakeholders and end-users are involved in the process effectively. If gaps are identified, new actors or processes will be adopted. Experiences in the transdisciplinary research of **MIND STEP** will be exchanged with other EU projects and through active dissemination to the scientific community (international conferences, Open Access journals). Co-learning processes, integrating practical and theoretical knowledge, will benefit scientists, stakeholders and end-users through improved understanding on how to enhance the design, delivery

and impact assessment of innovative evidence-based policy instruments and governance models across EU Member States to improve the socio-economic, environmental conditions of rural territories and impacting the delivery of ecosystems services and public goods. **MIND STEP** will achieve instrumental impact by delivering an improved understanding and knowledge base of modelling agriculture and food related policies in the EU for use by policymakers with remits at European, national and regional levels. The stakeholder co-creation approach will access stakeholder networks and capacity building to provide a customisable set of policy analysis and modelling tools for the design, implementation and evaluation of policies dealing with agriculture and related natural resources, food and international trade. Stakeholders will validate the relevance and feasibility of using the **MIND STEP model toolbox** to support policy design, at different scales, from which recommendations will be produced for assessments at regional to EU levels. Effective dissemination will be facilitated by the transdisciplinary consortium, with targeted engagement using existing networks with policy stakeholders at local to EU levels. This will involve relevant policy administrations in the case studies (e.g. managing authorities of Rural Development Programmes), and DG Agri, DG ENV, ENRD, Scientific Research Services of the European Parliament at EU level, and EC strategy teams (e.g. European Political Strategy Centre).

#### 7.4. Policy, institutional and governance context

**MIND STEP** partners will actively seek to design and shape outputs to feed into the reform process of the CAP after 2020, EU and national level climate change objectives and policies relevant to rural job creation. Instrumental and conceptual impact on policy of **MIND STEP** analysis will be fostered through a programme of active engagement with key stakeholders by project partners at regional, country and EU levels. Facilitation of engagement will use the operational involvement of several project partners in the European Network for Rural Development, European Evaluation Helpdesk. Policy seminars targeted at DG Agri, DG ENV at an EU level, and managing authorities and ministries at national and regional levels will raise awareness of novel policy analytical tools and models available to policy makers in designing future CAP, environmental and rural policy mechanisms. Other high-profile mechanisms will be sought to maximise the potential to support policy, such as the FOOD 2030 Science Policy Dialogue events.

#### 7.5. Scientific context

**MIND STEP**'s impact goes beyond the state-of-the-art in scientific excellence.

**MIND STEP** leaves behind the traditional path of projects where interdisciplinary collaboration is primarily based on the exchange of existing scientific tools, data and expertise. Instead, an actor-driven, iterative and bottom-up approach is followed. Here the ambition is to work with a strongly demand-driven framework in which relevant actors (policy makers, authorities, industry) collaborate to define the research needs and structure and test the tools developed and make them ready for use in policy making.

We will foster transdisciplinary approaches for sharing new knowledge through action research, cooperation and communication between different scientific disciplines and between academics, policy actors and stakeholders in the relevant domains. Scientific outputs will be targeted at peer-review of concepts, methods and findings through scientific journals, included in internationally recognised indices, and leading domain and interdisciplinary conferences, outputs of which are consistent with the principles of Findability, Accessibility, Interoperability, and Reusability (FAIR).

In line with the Grant Agreement obligations, all **MIND STEP** publications, including peer-reviewed scientific publications and other possible types of scientific publications such as monographs, books, conference proceedings, and reports will be published as open (gold) access.

According to the agreements as outlined in the consortium agreement, the **MIND STEP** partners will be entitled to publish the project results in the usual scientific form. However, all concept publications must be submitted to all partners together with a request for permission to publish. One of the pages of the **MIND STEP** website will contain an overview and archive with direct, open access to all published information.

## 7.6. Other environmental and social impacts

Primarily focusing upon the operation of MIND STEP the project will promote energy/resource efficiency, and considering environmental and climate change impacts of travel, we will limit the number of face-to-face meetings of partners to the General Assemblies once a year. Partners will use their extensive experience in communications media for frequent online meetings.

Stakeholder meetings and dissemination events will be arranged in locations selected to reduce environmental/carbon footprints whilst enabling good participant turnout. Most project reporting and information exchange will be done electronically to reduce the use of paper and energy, and align with European Union policy on a circular economy and a resource efficient Europe. We pursue a recruitment policy and research management approach which promotes fairness, equality (e.g. gender, ethnicity, age, disabilities) and a socially healthy and inspiring work atmosphere.

## 7.7. Impact Plan: expected communication impacts, target audiences, and the dissemination and interaction channels

MIND STEP will use a wide range of communications tools to promote the project and its findings to influence, elicit responses, and inform target audiences. They are designed to enable reach to audiences at international (i.e. beyond Europe), European (EU, institutions, Member and non-Member States), national, regional and local levels. In every case, the final design of mechanisms is subject to highest levels of quality control and ethical standards. Table 5 indicates the links between expected impacts of communications, with target audiences and the required impacts identified in the Call.

**Table 5 Impact Plan, linking expected communication impacts, target audiences, and the dissemination and interaction channels**

Expected communication impact	Who	How	Time span	Call Impacts
<i>improvement of the capacity to model policies dealing with agriculture and related natural resources, food and international trade</i>	Policy makers, farmer organisations, food industry, citizens	Stakeholder conferences Stakeholder workshops Policy publications Infographics Social and press media Social media	Short term	I1
<i>improvement of policy design, impact assessments and monitoring</i>	Policy makers, farmer organisations, food industry, citizens	Policy briefing events Responses to policy consultations Policy publications Infographics Online broadcasts	Medium to long term	I2
<i>Strengthened transdisciplinary research and integrated scientific</i>	researchers	Peer-reviewed Open Access journal publications Scientific conferences Opportunities for long term research data (monitoring)		I3 I2

Expected communication impact	Who	How	Time span	Call Impacts
<i>support for relevant EU policies and priorities</i>		Research infrastructure focusing on impact On-site demonstrations and events		

## 7.8. Innovation: creating post-project legacy impacts

MIND STEP plans for project legacy through dissemination and maintenance of products and processes through the project website, the ICT Platform MIND STEP and the MIND STEP Platform. For more information on the MSP see **Section 4.2** of this report.

A suite of measures will be designed, implemented and continuously updated in the Exploitation Strategy and Plan in line with the Research Data Management Plan (D9.3). These documents set out project approaches to access and maintenance of scientific data and outputs, models and tools, networking, and collaborations post-project, and a strategy for follow-up funding.

MIND STEP co-design a suite of communications to achieve the widest possible reach amongst the wider practice community and local animators and facilitators. We use well-established European-level channels such as ENRD with which consortium members have a track record of engagement, and new mechanisms and partnerships created to reach a wide audience, and reach out own language communications to local stakeholders.

# 8. EVALUATION OF THE COMMUNICATION, DISSEMINATION AND IMPACT STRATEGY

An interim report on communication, dissemination and impact of project activities will be produced (month 18; D8.3), and then updated (month 36; D8.5). These updates will include an evaluation of the extent and impact of the dissemination and communication activities and materials, where available and possible. Internal updates will be in months 12, 18, 24, 36 and 42.

## 8.1. Monitoring of Communication and Dissemination Activities

The project has an overall evaluation strategy to ensure high quality, however a separate monitoring for dissemination and exploitation is vital, since the impact of those activities contributes to the successful implementation of the project.

It is important that this evaluation is carried out on a continuous basis, to ensure:

- an effective impact assessment and update or redefinition of dissemination and exploitation activities
- the quality of the dissemination and exploitation carried out.

The following Monitoring and Evaluation tools will be set up:

### 1. Statistics on the usage, reach and engagement of the website and the social networks

GEO will be in charge of analysing trends, statistics, and the impact of each activity performed on the website and on social networks. This will allow partners to better understand the most appropriate timing, communication style and target audience of each message.

### 2. Monitoring of participation in relevant events



Dissemination activities within this framework will be carefully evaluated ex ante, in fieri and ex post, in order to maximize the visibility of the project. Examples of impact monitoring in this framework include photos taken from events, registration sheets and presentations.

### 3. Dissemination activities reports by all partners, to be delivered in every project quarter

Every three months, all partners will deliver a report on communication and dissemination activities they have performed, using the appropriate template (see **Appendix 7**).

## 8.2. Monitoring procedures: reporting and feedback

### MIND STEP Reporting on Dissemination

To facilitate an accurate monitoring and assessment of the dissemination and exploitation activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement, therefore:

- All partners should prepare their dissemination and exploitation activities accordingly to the action plan;
- All partners should report all dissemination and exploitation activities, at least every 3 months;
- All partners should register the activities in the dissemination and exploitation reporting document (see **Appendix 7**).;

All partners should save evidence of the activities conducted.

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms) and to improve communication actions if necessary.

Based on the quarterly reporting documents received from the partners, GEO will provide recommendations for the future dissemination and exploitation activities and actions.

To facilitate the process of collecting information on dissemination activities, the MIND STEP WP8 T8.6 Share Point folder contains all relevant and necessary templates to be used among partners.

**Partners will report the dissemination and communication activities in every project quarter (every 3 months) in the form of partner level Communication-Dissemination Quarterly Progress Reports (COMDISS QPRs).**

To ensure their compliance the partners will be monitored and regularly reminded of their obligations in this respect, and assisted with examples if necessary.

## 8.3. Monitoring of Impact

Indicators of success will inform project management of progress towards achieving project objectives (

Table 6). These vary in nature by theme (e.g. scientific, policy, investment), and are informed by European Commission [H2020 Programme indicators](#).



**Table 6 Key Performance Indicators to be used to evaluate the principal impacts of MIND STEP communication actions**

Tool /activity	Monitoring of effectiveness	Audience targeted	Targets for the project lifetime
Project website (mobile friendly)	Monthly views, unique visitors, most viewed webpage	scientific community, policy makers, Industry, general public.	More than 5,000 visits
Social networks	Number of followers, total impressions and mentions per social media	scientific community, Industry, general public.	More than 5,000 impressions on social media
Project newsletter	Number of issues, number of subscribers	Industry, scientific community	At least 200 subscribers
Journalistic articles	Number of views and downloads	General public	2.000 views, 1000 downloads
Digital storytelling	Monthly views, unique visitors	Stakeholders, General public	At least 400 unique visitors
Leaflets	Number of copies printed, number of copies distributed	Industry, scientific community, policy makers.	Distribution of at least 500 leaflets.
Info-packs	Number of issues, number of recipients, website downloads	Scientific community, industry.	At least 100 downloads each.
Presentations at scientific conferences	Number of participants attending the presentations, feedback form conference participants	Scientific community	At least six organised sessions at international conferences, one preconference workshop
Publication in open-access scientific journals gold/ green	Number of papers published in peer reviewed journals	Scientific community	Download statistics, altmetric score for impact, citations
Workshops	Number of participants, feedback from participants	Industry, scientific community, policy makers.	Attendance at workshops: four workshops with at least 20 participants per workshop
Final conference	Number of participants, number of paper submissions, feedback from participants	Industry, scientific community, policy makers.	At least 150 attendees

## 8.4. Knowledge Management and IPR protection

The rights of all partners in relation to intellectual property are set out in the Grant Agreement and Consortium Agreement. The objective for Knowledge and IPR Management is to provide a framework to identify, acquire and manage the knowledge generated through the project in order to create value-added products and/or services. This is to ensure a proper balance between knowledge sharing, dissemination, protection and exploitation of the project outcomes, during and after the project. The consortium agreement registers each partner's the background information necessary for MIND STEP. For more details see D9.3 Research Data Management Plan due in M8.

The Data Management Plan will be created making data findable, accessible, interoperable and reusable (FAIR) and a data management officer that takes the specificities of the different partners into account as some models and data-bases are IPR protected or have to respect the GDPR concerning individual data. Open Access will be provided to all peer-reviewed scientific publications of the project results. The articles published via 'gold' or 'gold hybrid' access, will be deposited in an institutional repository of the relevant project partner, not later than upon publication by the publisher. Each partner reserves a part of the project budget for necessary Article Processing Charges (APC's). The articles published via 'green' access, will be deposited and become open access not later than 6 months after publication by the publisher (12 months for publications in Social Sciences). Only repositories that are registered in Open Directory of Open Access Repositories (DOAR), the directory of authoritative academic Open Access repositories (<http://www.opendoar.org/>), will be used to deposit publications. Those project partners that do not have an Open DOAR institutional repository, will instead make use of Zenodo services for Open Access publishing (<http://about.zenodo.org/>). Beside peer-reviewed publications, Open Access will be provided to other types of scientific output of the project results such as monographs, books, conference proceedings and reports. Open Access will also be provided to the bibliographic metadata that identify the deposited publication, according to the standard format from the H2020 Guidelines to participants. If the underlying data to a publication are available, they will be deposited in a specific data repository. The publication will include a DOI link to the location of these data. We develop under the General Public License (GPL) and use open source software, where applicable.

Intellectual Property Rights (IPR) receives special attention from the beginning. All rules regarding management of knowledge and IPR are governed by the Consortium Agreement (CA) that were signed by all beneficiaries before the project started its activities. The DESCA H2020 model Consortium Agreement was used as CA. MIND STEP comply with the rules laid down in Annex II of the Grant Agreement. The CA addresses background foreground knowledge, ownership, protected third party components of the products, and protection, use and dissemination of results and access rights. Within the project consortium the following principles are implemented:

- Confidentiality. During the project duration and beyond (several years, to be agreed in the CA), the contractors shall treat any information, which is designated as property by the disclosing contractors, as confidential. They also shall impose the same obligations to their employees and suppliers.
- Pre-existing know-how. Each Contractor is and remains the sole owner of its IPR over its pre-existing know-how. The Contractors identify and list the pre-existing know-how over which they may grant access rights for the project. The Contractors agree that the access rights to the pre-existing know-how needed for carrying out their own work under the project shall be granted on a royalty-free basis.
- Ownership and protection of knowledge. The ownership of the knowledge developed within the project are governed by an open source licence.
- Open data. Data and results obtained during the project that are based on open public sector data will be made available free of charge.

## 9. COMMUNICATION AND DISSEMINATION PLAN

MIND STEP is divided into the following ‘reporting periods’:

- RP1: from month 1 to month 18
- RP2: from month 19 to month 36
- RP3: from month 37 to month 48

The planning intervals of communication and dissemination activities in MIND STEP are defined by 1) the timing of reporting periods (RP1: from month 1 to month 18, RP2: from month 19 to month 36, RP3: from month 37 to month 48) and by 2) the annual updates to the Communication, Dissemination and Impact Strategy and Plan (month 12, month 24 and month 36 which altogether make up five time intervals:

- Interval 1 (from month 1 to 12: September 2019 to August 2020) – duration: 12 months,
- Interval 2 (from month 13 to 18: September 2020 to February 2021) – duration: 5 months,
- Interval 3 (from month 18 to 24: March 2021 to August 2021) – duration: 7 months,
- Interval 4 (from month 25 to 36: September 2021 to February 2022) – duration: 12 months,
- Interval 5 (from month 37 to 48: March 2022 to August 2023) – duration: 12 months.

In the following we describe the planned dissemination activities, project communication and media tools to be used for Intervals 1 and 2. The further planning of communication and dissemination activities for later intervals will be developed as the project proceeds by annual revisions to this chapter of D8.1.

### 9.1. Dissemination activities within Interval 1

The dissemination activities within Interval 1 (from month 1 to 12: September 2019 to August 2020) include:

- initializing the development of communication and media tools,
- general project communication,
- supporting other WPs,
- initializing networking activities (press releases, events, articles etc.),
- development of communication and media tools.

### 9.2. Project communication and media tools in Interval 1

The following project communication and media tools were made available so far within Interval 1:

- project visual identity – logo, project message, templates (October/November 2019) – see Appendix 8.
- press-release on project kick-off meeting (October 2019)
- project website (MS14, October 2019) – see Appendix 1.
- social media accounts (October 2019) – see Section 4.4. and Appendix 2.
- project summary template for partner websites (October 2019)
- project general leaflet in English (December 2019) – see Appendix 8.
- social media calendar and posts database (December 2019)
- 1<sup>st</sup> quarterly COMDISS online meeting (December 2019)
- Q1 COMDISS progress reports by partners (December 2019)

Further project communication and media tools planned for Period 1:

- 1<sup>st</sup> newsletter (December 2019)
- project roll-up poster in English in pdf (January 2020)
- project generic poster in English in pdf (January 2020)
- project generic presentation in English in pptx (January 2020)
- quarterly COMDISS online meetings
- Q2, Q3, Q4 COMDISS progress reports by partners (Febr, May, Aug 2020)
- The frame of the MIND STEP Platform (D8.2, April 2020)
- 2<sup>nd</sup> newsletter (June 2020)

### 9.3. Dissemination activities planned for Interval 2

The dissemination activities within Interval 2 (from month 13 to 18: September 2020 to February 2021) will include

- further development of communication and media tools
- general dissemination
- supporting other WPs,
- further networking activities (press releases, events, articles etc.)

### 9.4. Project communication and media tools planned for Interval 2

The following project communication and media tools will be made available in Period 2:

- press-release on 2<sup>nd</sup> General Assembly (Oct 2020)
- 3rd newsletter (Dec 2020)

### 9.5. Project Deliverables and Milestones

Table 7 shows all project deliverables which will be made publicly available. All other reports will be confidential. Table 8 shows the relevant project milestones.

**Table 7 Public deliverables in MIND STEP**

D. Nr.	Deliverable name	WP Nr	Lead Participant	Type	Delivery Month	Delivery date
1.1	Report on policies and global drivers affecting IDM units in EU agriculture	1	UCSC	R	M9	31 May 2019
1.2	Indicator framework for measuring the impact of policies/global drivers on IDM units in agriculture	1	JRC	R	M12	31 August 2020
1.3	Report on the major gaps of the existing models in terms of policy/global driver coverage	1	UCSC	R	M15	30 November 2020
2.1	Summary of required data from WP 3/4/5	2	UBO	R	M14	31 October 2020
2.2	A guide/handbook to build an interface for accessing the data in the project	2	UBO	R	M14	31 October 2020
2.3	Common processing plan	2	WR	R	M14	31 October 2020

D. Nr.	Deliverable name	WP Nr	Lead Participant	Type	Delivery Month	Delivery date
2.4	Prototype for Interfaces for economic databases (2.4) /bio-physical databases (2.5)/large scale data (2.5)/current models (2.6)	2	THUENEN	OTHER	M12	31 August 2020
2.5	Final version of Interfaces for economic databases (2.4)/bio-physical databases (2.5)/large scale data(2.5)/current models (2.6)	2	THUENEN	OTHER	M24	31 October 2021
2.6	Literature review of methods for linking economic and bio-physical data bases (M14)	2	JRC	R	M14	31 October 2020
2.7	Database for linking economic and bio-physical data	2	JRC	OTHER	M24	31 October 2021
2.8	Common handbook for maintenance and continuation of interfaces for economic and biophysical data handling for farm modelling at IDM unit levels	2	JRC	R	M24	31 October 2021
3.1	Report on specification of tool requirements	3	WR	R	M16	31 December 2021
3.2	Report on overarching IDM model of individual farms and implementation in <b>MIND STEP model toolbox</b>	3	WR	R	M28	31 December 2022
3.3	Report on modelling greenhouse gas emission including adoption behaviour of farmers regarding mitigation strategies and implementation in <b>MIND STEP model toolbox</b>	3	WR	R	M36	31 August 2022
3.4	Report on modelling crop management practices and implementation in <b>MIND STEP model toolbox</b>	3	INRA	R	M36	31 August 2022
3.5	Report on modelling risk management and implementation in <b>MIND STEP model toolbox</b>	3	THUENEN	R	M30	28 February 2022
4.1	Report on protocol to link the new tools to IDMs and current large-scale models.	4	UBO	R	M20	30 April 2021
4.2	Report on modelling structural change and farm interaction on land markets	4	THUENEN	R	M36	31 August 2022
4.3	Report on extensions of Farm AgriPoliS and experimental insights with FarmAgriPoliS on farmers' response to Rural Development measures and opportunities	4	IAMO	R	M36	31 August 2022
4.4	Report to model the supply chain mechanisms and the bargaining position of farmers along the chain	4	UCSC	R	M36	31 August 2022
4.5	Report on integration of complex IDMs in ABMs	4	UBO	R	M48	31 August 2023

D. Nr.	Deliverable name	WP Nr	Lead Participant	Type	Delivery Month	Delivery date
5.1	Final report on the concept of the <b>MIND STEP model toolbox</b>	5	IIASA	R	M24	31 October 2021
5.2	Report on improvements to the current EU and global models	5	IIASA	R	M40	31 December 2022
5.3	Report on downscaling of current EU and global models	5	JRC	R	M40	31 December 2022
6.1	Report on options for quality management, validation requirements and suitability of validation tools.	5	IAMO	R	M18	28 February 2021
6.2	Report on the validation of the <b>MIND STEP model toolbox</b> approach and proof of concept	6	GEO	R	M36	31 August 2022
6.3	Report on stakeholder workshop on transferability, usability and functionality of the toolbox	6	IAMO	R	M36	31 August 2022
6.4	Report on policy evaluation using the <b>MIND STEP model toolbox</b>	6	JRC	R	M48	31 August 2023
7.1	Prototype of a wrapper to allow a standardized communication channel between the models	7	WR	OTHER	M16	31 December 2021
7.2	Beta version of a wrapper to allow a standardized communication channel between the models	7	WR	OTHER	M24	31 October 2021
7.3	List of data storage and processing capacities required by partners WP2-6	7	THUENEN	R	M3	30 November 2019
7.4	Access to a computer cluster including the appropriate management software	7	THUENEN	OTHER	M8	30 April 2020
7.5	Setup of the version control system and the continuous integration tool	7	IIASA	OTHER	M12	31 August 2020
7.6	Prototype of the data services and download services	7	IIASA	OTHER	M16	31 December 2021
7.7	Release of the data services and download services	7	IIASA	OTHER	M24	31 October 2021
8.1	Communication, Dissemination and Impact Strategy and Plan	8	GEO	R	M3	30 November 2019
8.2	<b>MIND STEP Platform</b>	8	GEO	DEC	M8	30 April 2020
8.3	Interim report on communication, dissemination & and impact of project activities	8	GEO	R	M18	28 February 2021
8.4	Draft Exploitation Strategy and Plan	8	GEO	R	M24	31 October 2021
8.5	Report on communication, dissemination and impact	8	GEO	R	M36	31 August 2022
8.6	Exploitation Strategy and Plan	8	WR	R	M48	31 August 2023

**Table 8 Relevant project milestones in MIND STEP**

MS Nr	Milestone name	Related WPs	Due month	Means of verification	Due date
M1.1	Conceptual framework for the whole MIND STEP project	1,2,3,4,5,6	M15	D1.1, D1.2 and D1.3	30/nov/2020
M2.1	Common handbook for maintenance and continuation of interfaces for economic and biophysical data handling for farm modelling at IDM unit levels	2,3,4,5	M24	D2.8	31/aug/2021
M3.1	Report on specification of tool requirements in WP3 and WP4	3,4	M16	D3.1	31/dec/2022
M3.2	New IDM models of WP3 included in the MIND STEP model toolbox following protocol and requirements	3	M36	D3.2, D3.3, D3.4 and D3.5	31/aug/2022
M4.1	Report on protocol to link the new models in WP4 to IDM models in WP3 and current large-scale models in WP5	3,4,5	M24	D4.1	31/aug/2021
M4.2	New IDM Models of WP4 added to the MIND STEP model toolbox, following protocol and requirements	4	M36	D4.2, D4.3 and D4.4	31/aug/2022
M5.1	Final report on the concept of the MIND STEP model toolbox	3,4,5,6	M24	D5.1	31/aug/2021
M5.2	Final report on improvements to the current EU and global models	5,6	M40	D5.2	31/dec/2022
M6.1	Report on stakeholder workshop on transferability, usability and functionality of the MIND STEP model toolbox M36)	3,4,5,6	M36	D6.3	31/aug/2022
M6.2	Roadmap to use the MIND STEP model Toolbox for integrated policy assessment	1,2,3,4,5,6,8	M48	D6.4	31/aug/2023
M7.1	Applicable wrapper for a flexible/modular interlinkage of IDM tools of WP3, WP4 and WP5	2,3,4,5,6	M14	D7.1 and D7.2	31/okt/2020
M7.2	Project-wide accessible Version Control System, Geo-server and high-performance computer cluster	2,3,4,5,6	M24	Internal report on testing results and use by MIND STEP partners	31/aug/2021
M8.1	Stakeholder Engagement Plan	8,9	M3	Partners received report	30/nov/2019

MS Nr	Milestone name	Related WPs	Due month	Means of verification	Due date
M8.2	Project website online	1,2,3,4,5,6,7,8,9	M4	Project website operational	31/dec/2019
M8.3	Completion Exploitation Strategy and Plan	8,9	M48	Completion Exploitation Strategy and Plan	31/aug/2023
M8.4	Completion of conference proceedings	8,9	M48	Report on final conference published on project website	31/aug/2023

## 9.6. Dissemination Plan

Objectives	Target Groups	Content	Sources / Channels	Media/Tools available	Actions
Networking with European stakeholders	European Associations and networks	Project objectives, approach and expected results	Official websites Social media channels International events Magazines	<ul style="list-style-type: none"> <li>• MIND STEP website</li> <li>• Presentations at events supported by MIND STEP PPT template</li> <li>• MIND STEP roll-up poster</li> <li>• MIND STEP flyer and Infographic</li> </ul>	Identifying and mapping stakeholders
Participate in all major events related to policy modelling organized within the consortium countries and at EU level.	EU wide and national conferences	Events organised by the EC	EU wide and national conferences	EU wide and national conferences	EU wide and national conferences Mapping events (workshops, conferences, info days etc.) Contact and agree with relevant events
Develop a representative network of stakeholders within project partner countries National level = to support and liaise with the development of national framework conditions and facilitate nation- wide dissemination	Governmental organisations NGO's Financing institutions and organisations National associations of industries and services National associations of municipalities National organisations related to spatial planning Research community & Academia	Project objectives, Approach and Expected results	<ul style="list-style-type: none"> <li>• National Conferences</li> <li>• Scientific Journals</li> <li>• National Newspapers and on-line news portals</li> <li>• Info days and seminars organized by Governments and Academia</li> <li>• Official websites</li> <li>• In person discussions and interviews</li> </ul>	<ul style="list-style-type: none"> <li>• Content at MIND STEP website</li> <li>• Inclusion of project information or articles in newsletters of networks / organisations/associations (articles)</li> <li>• Inclusion at web sites (partners, endorsers): links, articles</li> <li>• Presentations at events supported by MIND STEP PPT template</li> <li>• MIND STEP Poster</li> <li>• MIND STEP flyer and Infographic</li> </ul>	Mapping: Identify and list national stakeholders Mapping trusted sources of the stakeholders Establish mailing lists Contact and involve Stakeholders through the project sources or through other trusted sources - indirectly by means of mass media communication and/or by direct contact (e-mailing, meetings etc.)
Networking with relevant projects, initiatives and networks for exploiting MIND STEP outcomes beyond the project horizon	EU and national initiatives and interdisciplinary projects EIP-Agri Operational Groups Innovation Actions	Project objectives and expected results	News channels, networking through national stakeholders	<ul style="list-style-type: none"> <li>• Direct contact, press releases, events</li> </ul>	Mapping: Identify projects and initiatives Contacts and initiation of cooperation/liaison Consortium: EU funded projects and initiatives, national partners: National and local projects and initiatives

Details for the implementation of the plan are provided in **Appendices 3 to 6**.

## 9.7. Timing of project meetings, public deliverables and milestones with dissemination and communication activities

[illegible]

## 10. STAKEHOLDER ENGAGEMENT PLAN – MILESTONE DOCUMENT MS13

Recognising the importance of face-to-face communication - in addition to other means - MIND STEP will utilize stakeholder interactions in workshops to elicit feedback and test tools and prospects of uptake, with specific stakeholder workshops at a European level. Such workshops are designed to achieve a productive engagement of a core group of stakeholders to facilitate dissemination to relevant groups (e.g. using **MIND STEP** information sheets, synoptic PowerPoint presentations, business breakfasts, video clips, participatory video).

Stakeholders will be invited onto the advisory teams, and communication platforms designed to maintain their involvement throughout the project. For more information on the stakeholder engagement principles applied see **Section 1.5**.

The stakeholder engagement plan – detailed in the following- is organised around six key questions:

- Why to engage?
- Who to engage?
- What to engage on?
- When to engage each stakeholder?
- Where to engage?
- How to engage?

Along these questions, the stakeholder engagement plan provides guidance on how to activate stakeholders and how to involve them.

### 10.1. Specific objectives

The stakeholder engagement plan has the following specific objectives:

- Ensure the continuous involvement of the relevant stakeholders in all relevant stages of the project
- Define the roadmap to facilitate exchange and knowledge transfer with the MIND STEP public and private stakeholders (EU policy makers, farmer organisations, consumer organisations, environmental groups, non-governmental organisations, national and regional authorities, researchers).
- Analyse and assess stakeholders' level of engagement to MIND STEP
- Identify opportunity for clustering activities with existing initiatives and projects in the agricultural related policy domains to exploit synergies which will facilitate the exchange of best practices and exploit joint dissemination opportunities.

### 10.2. Stakeholder engagement priorities

Stakeholder workshops and interviews are one of the key instruments to conduct the different tasks in WP1 and WP6 and to involve stakeholders throughout the project. Based on the broad stakeholder and target audience analysis (see **Section 2 and Appendix 3.**) and with input especially from WP1, WP3, WP4 and WP6 a stakeholder platform, a core group of relevant stakeholders called Stakeholder Reference Group (SRG) will be identified and invited to stakeholder workshops in order to

- obtain input and identify existing and perspective policies and global events affecting agriculture,
- obtain input about on how models should be developed, tested and used to create trust in them
- present, discuss drafts and replicate the applications and to explore with project partners, the Commission and relevant stakeholders further needs e.g. identify training needs of participants.

Project ambitions related to stakeholder engagement:

- MIND STEP analyses policy priorities and develops new models and tools that mimic the intervention logic of new policies to deliver the output demanded by policy makers and other relevant stakeholders. MIND STEP pays attention to the way the CAP is regionally implemented. The MIND STEP tools can be used by regional, national and European authorities as well. Training is provided to educate stakeholders and potential users.
- MIND STEP develops a future exploitation plan of its toolbox including IPRs for project partners and a mechanism aimed at accepting new partners (e.g. researchers, policy makers and other stakeholders).
- MIND STEP prioritizes cooperation with SUPREMA and the other projects funded under this topic (avoid duplication of efforts, create synergy effects).

**MIND STEP creates a Stakeholder platform that involves stakeholders from public and private organisations (EU, national and regional policy makers, farmer organisations, food industry, consumer organisations, environmental groups, non-governmental organisations).** Policy and stakeholder engagement take place during different phases in **MIND STEP**. In the design phase (WP1) it is critical that stakeholders provide support in defining policy priorities to develop the new IDM models, ABMs and linkages with enhanced current models. Results of **MIND STEP** are directly communicated with the stakeholders, see Table 3. In WP6 the new IDM models are applied with policy makers and other stakeholders to actual cases e.g. uptake of RMIs, regional impact of climate policies, and impacts of global events to a) assess policies on multi policy objectives b) to build trust in the new models and the **MIND STEP model toolbox** and c) to develop a roadmap for integrated (ex-ante) assessments, including the IDM unit, for evidence based policy making based on the **MIND STEP model toolbox** and to be used by researchers and other stakeholders. With the Stakeholder platform **MIND STEP** will develop an exploitation plan to guarantee a long-lasting practical use of the **MIND STEP model toolbox** by researchers and other stakeholders.

The involvement of the stakeholder platform in MIND STEP will ensure that the knowledge generated in MIND STEP will not stay at the academic level, but will be diffused to the communities and researchers of concern. It will contribute to awareness raising of the society for the influence of behaviour of the IDM unit on sustainability and will support policy makers with fulfilling EU and national CAP strategy and action plans.

The stakeholder platform in MIND STEP will include expertise from EU policy makers, non-governmental organizations (NGOs), European farmers organisation (COPA-COGECA), national governments giving input. Relevant stakeholders will be acquired depending on their interest and knowledge on data and/or model issues that are explored during the project and which need to be tested, validated or applied.

Though partner expertise smoothly complements each other, it is essential to discuss, validate, revise and disseminate results of the improved data and modelling capacity with stakeholders from outside the consortium.

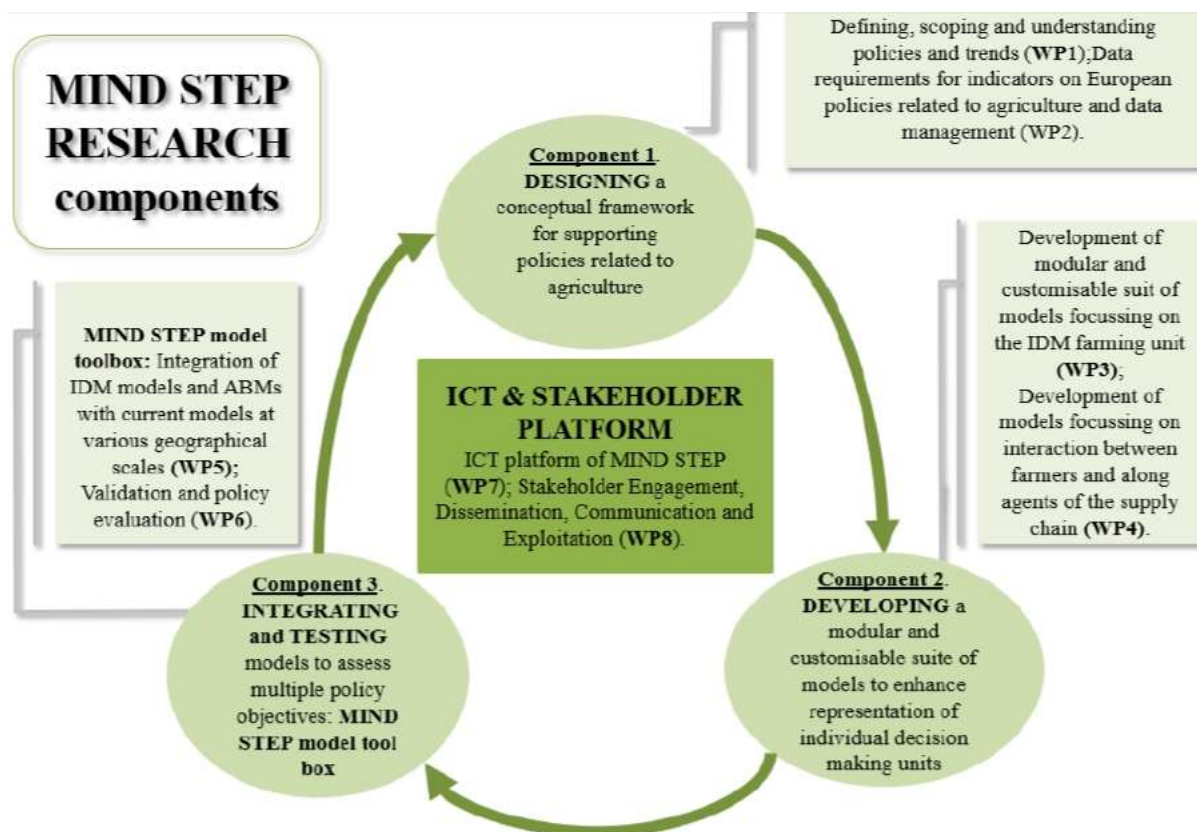
All partners bring in their (inter)nationally wide network connections in creating and populating a stakeholder platform for engagement. THUENEN, GEO, JRC and WEcR have experience with structuring stakeholder processes with representatives of agricultural and related policies, industry, NGOs, farmers and farmer organisations and science.

Through effective communications, **MIND STEP** will create optimal conditions for transferring and exchanging knowledge between the project team and relevant stakeholders. By monitoring stakeholder engagement and use of information, we will adapt and improve mechanisms to ensure products are fit for their purpose to improving the range and relevance of analytical tools and models

to support the design, development, implementation and monitoring of policies related to agriculture and rural areas.

### 10.3. Tasks with stakeholder engagement in MIND STEP

The Stakeholder engagement is central in the whole concept of the project and is implemented and/or used especially in WP1 (T1.1, T1.2), WP3 (T3.3), WP4 (T4.2, T4.4) and WP6 (T6.3), thereby providing reference to D1.1, D1.2, D6.3 and MS9. Contacts with local and national stakeholders in WP3 and WP4 are more informal and for validation purposes.



**Figure 3: Stakeholder engagement is central in the MIND STEP project concept**

Task 1.1 “Identify key policy questions to be answered by the MIND STEP modelling system” will be carried out through (i) desk research and literature review; (ii) consultations with public and private stakeholders (EU, national and regional policy makers, farmer organisations, consumer organisations, environmental groups, non-governmental organisations, national and regional authorities,...), in order to canvass their opinion on which policy questions deserve attention from a farming sector perspective.

In Task 1.2 “Identify indicators for monitoring and evaluating the impacts of policy measures and global drivers on IDM units in agriculture” a step-wise approach will be followed: first, we will have individual and web-based consultations with public and private stakeholders to canvass their opinion on meaningful indicators needed to answer the policy questions and the criteria to select them. As result of the stakeholder interaction and the literature meta-review, we will prepare a draft list of indicators structured around the policy questions and the indicator framework mentioned above. Finally, following the Engagement Strategy, we will organise a stakeholder workshop in collaboration with the European Commission and the Member States to discuss and consolidate this list.

Different tasks in WP3 and WP4: Modellers work with policy makers, farmers and other stakeholders to apply the model to actual climate related policy cases.

Task 6.3 organises meetings with policy makers and other stakeholder to work on actual cases and to give insights in the process of model building to apply the new models to actual policy cases for their own region e.g. impacts of national CAP strategic plans, measures to reduce risk and climate policies to reduce greenhouse gas emissions and to validate the model against actual policy cases.

In WP7 the ICT platform permits for an interaction between the models and, hence, project partners, and is the basis for interacting with stakeholders, the research community and the public via web application and other services.

## 10.4. Identification of actors

Identification of actors is a stepwise process. In the first step, target audiences for MIND STEP are widely assessed for communication and dissemination purposes (see **Section 2 and Appendix 3**) and potentials for involvement into stakeholder engagement is shortlisted.

As a second step the selection of individuals and/or organisations Stakeholder Reference Group will be based upon the criteria set out in Table 9. Members of the Stakeholder Platform can freely stop their participation at any time and personal data will be managed in line with our ethics policies (D10.1) and in accordance with national and European-level legislation. Awareness of the possible participation of actor's in other similar projects will be considered, and where possible, synergies created with other stakeholders.

**Table 9: Criteria for selecting actors to be applied for the selection of Stakeholder Platform.**

Selection criteria	Description
<b>Interest</b>	Actors should demonstrate an interest in the topic or an interest in learning more.
<b>Availability /Commitment</b>	Actors will be asked if they can make a commitment to being part of Stakeholder Reference Group for the duration of the project lifecycle. It is valuable for the groups of people to remain consistent over the course of the project so that the members get to know each other, build trust, and are more comfortable participating together in an open way. Too much change in the make-up of the groups over time may hinder the ability of the group to work together in an effective way.
<b>Relevance</b>	The relevance of each actor will be considered with respect to their relationship with the main stakeholder audience types  The balance of membership of the SRG as a whole will be considered to ensure that it represents the range of groups, views, approaches, etc; no one individual group should make up a disproportionate proportion of the SRG which might render its purpose ineffective.
<b>Appropriateness</b>	Each actor should be well-suited to participation in the SRG, having no declared implacable opposition to a particular stance, open to considering credible scenarios of alternative futures
<b>Representativeness</b>	This criterion describes the extent to which an individual or body can be considered as representative of a particular group. This may be evaluated based on their participation in existing networks, or if they are part of a membership organisation. Invitations to actors will specify if they are representing an organisation or as individuals.
<b>Willingness</b>	Actors will be selected for their willingness to share their own knowledge but also to listen to others. For the SRG to work effectively,

Selection criteria	Description
	actors need to be willing to share their own opinions, to listen to others and take the concerns or points of view of other actors into consideration.
<b>Gender</b>	Efforts will be made to ensure that no single gender dominates the SRG.
<b>Age</b>	Efforts will be made to ensure that the actors in the SRG represent a broad span of ages.
<b>Geographical spread</b>	Efforts will be made to ensure that the people in the EU-level SRG are drawn from across Europe to bring particular perspectives linked to their region e.g. Eastern Europe, Central Europe, the Mediterranean, and North-West Europe.

### 10.5. Timing, methods and levels of engagement

A group including representatives of EU bodies, Member States and Farmers and the Stakeholders' Advisory Board (SAB) will be invited to follow MIND STEP over the whole project period. Since CAP measures will be more farm specific but Member States have more freedom to implement their own CAP measures SRG members can become more motivated to contribute in a co-creation exercise to get to know and test the MIND STEP models and tools, can have the opportunity to meet and discuss coming from all levels (EU, national, local) and provide feedback. Careful planning of selecting and engaging core stakeholders is needed across the Agrimodels Cluster – although case studies and regional focus differ - to prevent overlap with other projects and avoid stakeholder fatigue. With regard to the Work Plan of MIND STEP four workshops with the Stakeholder Reference Group are envisaged.

**Table 10: Stakeholder engagement plan: stakeholder workshops**

WP /Task	Objectives – Why?	Lead partner and contributing partners – Who?	Timing – When?	Content – What?	Tools / Method – How?	Means of documentation, quality assessment
WP1 T1.1	Policy questions	Lead: UCSC Contributing: All partners	beginning of 2020	Definition of key policy questions	Individual consultations with public and private stakeholders Consultation with modelers in MIND STEP	D1.1 Participant's workshop evaluation forms
WP1 T1.2	Verification of list of indicators	Lead: JRC Contributing: All partners	late spring/early summer 2020	Consolidate the list of indicators	Individual and web-based consultations with public and private stakeholders Consultation with modelers in MIND STEP	D1.2 (M12) Participant's workshop evaluation forms
WP6 T6.3	Validation of scenarios and model structure	Lead: IAMO Contributing: tbd	beginning 2021	a) Identification of meaningful scenarios (based on results obtained in WP1 T1.1-1.2) to be investigated within MIND STEP. b) Foster transparency of the underlying model structure and requirements and b) identify and address demands of the stakeholders.	Review of features, requirements and potential applications of the MINDSTEP model toolbox. Catalogue of potential applications and prioritizing of policy questions and scenarios by stakeholders during the workshop.	MS9, D6.3 (M36) Participant's workshop evaluation forms
WP6 T6.4	Proof of concept and dissemination of results	Lead: IAMO Contributing: JRC, tbd	2023	Presentation of the results obtained by the policy evaluation	Proof of concept and SWAT analysis	D6.4 (M48)  Participant's workshop evaluation forms

## 10.6. Inviting stakeholders

Initial contact with candidate members to the SRG will be made by the respective Task Leaders. Candidate members will be provided with the Information Sheet about MIND STEP and the roles of the SRG members. A draft of the Information Sheet for SRG is provided in Box 1.

Box 1. Information Sheet about MIND STEP and the roles of the SRG members

### **What is the Project about?**

With the move of the CAP to farm specific measures and an improved link to environment, climate change and ecosystem services, and as Member States and regions develop their own CAP strategic plan with more attention to the regional implementation of the CAP, this wider scope and measures with a focus on individual farmers ask for a new generation of impact assessment tools. Current state-of-the-art agricultural models are not able to deliver individual farm and local effects as they are specified at higher levels of aggregation. The overall ambition of MIND STEP is to support public decision making in agricultural, rural, environmental and climate policies, taking into account the behaviour of individual decision-making units in agriculture and the rural society.

### **What are you being asked to do?**

As a member of our Stakeholder Reference Group of key stakeholders/actors, we would value your perspective and contribution for the duration of the 4/year MIND STEP project. Opportunity for involvement is via different research activities, specifically, one-to-one interviews, participation in a focus group or workshop, or completing a survey. The focus of these activities will vary depending upon the stage of the project. For example, initial research activities will focus on consultations with stakeholders to identify some key policy questions that deserve a specific modelling effort attention from a farming sector perspective.

### **How long will the activity last and where will it take place?**

Activities will vary in length and location. Interviews on average should last no more than one hour and take place in a location and at a time most convenient for you. Focus groups are typically 2-3 hours, workshops can be a half-day, full-day or two days in length. These activities would take place at a designated location. Surveys would be online although paper versions could be provided if preferred. Specific details about activity length, focus and location would be provided at the time of invitation to take part in the research activity.

### **How will the information be used?**

Information will be used for research purposes only. It will be analysed together with other information collected through other research activities which focus on the MIND STEP project objectives. Project findings will be published in the form of reports to the European Commission articles in scientific journals, conference papers and presentations, and to research teams participating in this research.

### **Pseudonymity and confidentiality**

We will ask for your name and contact details, which we will only use for our own research records, and so that we can contact you to share research outputs if you so wish. At any time, you have the right to ask for your contact details to be deleted from our records.

The information you give us will be treated as confidential and will be pseudonymised so that it cannot be linked to you personally. We will not disclose details that could be used to identify you. If quotes are used in any output these will be pseudonymised.

### **No obligation to take part**

Taking part in the Stakeholder Reference Group is entirely voluntary and you can withdraw at any time. During any activity you are free not to answer questions without having to explain why. You will be asked to provide a consent prior to joining the Stakeholder Reference Group to show that you understand your rights as a participant.

### **{if appropriate: Reimbursement of eligible costs incurred}**

Eligible costs incurred in taking part in a research activity will be reimbursed. Further details will be provided with the letter of invitation.}

### **Liability**

The MIND STEP project and project partners accept no liability for stakeholders participating in the research activity.

For more information please contact: {INSERT NAME, ADDRESS, EMAIL ADDRESS OF LEAD INVESTIGATOR FOR THE RESEARCH ACTIVITY}

An official letter of invitation will be sent by the respective Task Leaders. A draft of the letter of invitation provided in Box 2.

Box 2. Invitation to join the Stakeholder Reference Group of the MIND STEP project

Dear {ADD TITLE AND NAME},

Thank you for your interest in the MIND STEP project (Modelling ....., cordis link, website link) coordinated by Stichting Wageningen Research. Thank you also for your interest in contributing to the project as a member of our Stakeholder Reference Group.

The overall ambition of MIND STEP is to support public decision making in agricultural, rural, environmental and climate policies, taking into account the behaviour of individual decision-making units in agriculture and the rural society.

The Stakeholder Reference Group will provide ongoing involvement, and open two-way exchange of ideas for co-learning and co-creation of knowledge with stakeholders and end-users how models and tools should be developed and tested to create trust in them.

The Stakeholder Reference Group has been created to reflect different stakeholder perspectives and interests. The Stakeholder Reference Group members will have the opportunity to contribute throughout the 4-year project to provide advice and feedback on different research activities and materials as appropriate, ensuring relevance of outputs to their needs, and when suitable, will offer practical guidance, training in the newly developed policy models and recommendations.

You are cordially invited (upon your acceptance of this invitation) to become a Stakeholder Reference Group member. To confirm your willingness and availability to join the Stakeholder Reference Group, please send me your answer by the end of {ADD MONTH AND YEAR}.

I am looking forward to hearing from you.

Yours sincerely,

...

### 10.7. Stakeholder motivation

A crucial component of the project is to engage all the stakeholders that are necessary to fully achieve the specific goals of MIND STEP.

The MIND STEP model toolbox provides scientific evidence to assess and monitor the effects of policies relevant for IDM units in the agricultural sector. To make it attractive and useful for policy makers the tools need to be understandable, trusted, customisable, flexible in use and easy to improve as needs arise. MIND STEP investigates with regional, national and EU policy makers, farmers, food industry, and other stakeholders what makes a model attractive and useful and therefore can make policy tasks easier. Working together with mentioned stakeholders in the field of model development and applications to case studies, from local to global is a further innovation of MIND STEP. At regional and national level MIND STEP investigates with policy makers and other stakeholders how they can use the MIND STEP model toolbox to do their own analysis based on own configuring and parameterisation of models e.g. to analyse impacts of the national CAP strategic plans, risk behaviour of farmer or participation in Rural Development (RD) measures in Pillar 2 of the CAP.

MIND STEP will discuss with stakeholders how models and tools should be developed and tested to create trust in them. Selected and most promising IDM models developed in component 2 are extended to other regions and sectors in the EU to show the flexibility of the suite of models included in the MIND STEP model toolbox. This will be done in close cooperation with regional, national and EU policy makers and other stakeholders. Expert researchers of ministries and other institutions, as well as PhD students who are using models are foreseen to be trained to use the MIND STEP model toolbox

to do their own impact assessments e.g. regarding uptake of new technologies to reduce greenhouse gas emissions or risk management instruments (RMI), including behaviour of the IDM unit. For further validation and policy evaluation of the MIND STEP model toolbox and in consultation with stakeholders, MIND STEP carries out an impact assessment of selected EU CAP reform options, climate agreements, and global events on multiple policy objectives. This will deliver recommendations relevant for component 1 and 2 of MIND STEP and input to a roadmap for integrated (ex-ante) assessment including the establishment of EU-wide models containing the IDM unit.

Practical motivational drivers have been therefore identified that will be leveraged on to encourage engagement with the initiative, ultimately ensuring achievement of the expected results. The motivational drivers shall be further defined and adjusted throughout the project, according to the feedback received from the various stakeholder groups.

**Table 11: Motivational drivers for stakeholder engagement**

Motivational drivers	Stakeholders targeted	Tangible Benefits
<b>Mechanism 1 – Visibility &amp; reputation</b>	ALL	MIND STEP will provide a unique opportunity of visibility to all participants who contribute to the complex discussions in the project. In particular, industrial players will have the chance to concretely and objectively support their positions and achievements, whereas researchers can support publishable articles & paper submissions with first-hand evidence and outcomes of discussions. Finally, all stakeholders will support their reputation and credibility by citing evidence from the consultation platform.
<b>Mechanism 2– Knowledge-driven</b>	ALL	MIND STEP shall be an important reference, information source for agricultural policy evaluation models and future developments. First-hand information will be produced and made available for further technical developments in the field, as well as for general awareness purposes.
<b>Mechanism 3 – Technical findings driven</b>	researchers, policy modellers	Knowledge and findings linked and/or generated by MIND STEP as a result of stakeholder consultations will be the opportunity to recruit further early users, and community members in general, across Europe

## 10.8. Monitoring and evaluation of stakeholder engagement

The number of stakeholders and their involvement in the workshops and trainings organised by the project will be measured and their feedback will be collected to improve other WP activities.

Workshop outcomes will be systematically collected and disseminated through the web portal, social media and contemporary mechanisms. Narratives from participation events will be used to develop ‘end-user’ oriented messages for publishing on the website, social media and online broadcasts.

Stakeholder engagement events will be evaluated by participants with the help of the evaluation form to be created based on the questions in Box 3.

### Box 3. Workshop evaluation: Participants' questionnaire

Activity/Task: ..... Gender: ..... Professional background:..... Origin:.....

Please indicate the level of agreement or disagreement (on a scale 1 to 5: strongly disagree – strongly agree) with the following statements, we would really appreciate a brief explanatory text with your evaluation:

1. Based on the information that was given when I was invited...
  - 1.1. The objective(s) of the meeting was/were clear to me.
  - 1.2. The information was relevant to the issues raised during the meeting.
  - 1.3. The information helped me understand the issues at stake.
2. Considering that the [theme, objectives,...] of the meeting was/were [.....]
  - 2.1. I think that all interests have been represented in today's meeting.
  - 2.2. I think that there were groups, associations, persons that could contribute to the discussion today but have not been invited.
  - 2.3. I think that all participants had a fair chance to express their opinion.
  - 2.4. I think that there was overrepresentation of opinions, interests.
3. During the meeting
  - 3.1. When today's meeting started, the objectives of the meeting and my role were stated clear to me.
  - 3.2. The content of the meeting was relevant and consistent to my needs and interests.
  - 3.3. There was enough time allowed to express views and pose questions.
  - 3.4. The facilitator was active in ensuring a good flow of the discussion.
  - 3.5. I felt that I could trust the team members with whom I collaborated.
  - 3.6. I felt comfortable in sharing my viewpoint.
  - 3.7. I had always the opportunity to express my point of view.
  - 3.8. I felt that all participants were open to constructive criticism.
  - 3.9. I felt being manipulated by powerful participants to accept their views.

Other comments, issues you would like to mention:....

## 10.9. Risk assessment and mitigation measures

Mitigation measures to avoid the medium risk of low cooperation of relevant stakeholders include:

- policy and private sector participation in the stakeholder group and advisory board is secured by JRC,
- the various DGs and COPA COGECA who aim to engage more peers;
- a special reservation to cover cost of invited key stakeholders of the workshop;
- stakeholders are involved in decision-making on priorities for drivers, indicators, scenario's and case studies;
- workshops with the Stakeholder Core Group are organized by JRC which has revealed great convening power.

Modules deliver thematic detail to the challenging concepts and methodology in MIND STEP, on relevant challenges such as structural change, GHG emissions, value chains, risk management

## 10.10. Conclusions and Roadmap

The main conclusions:

- A number of **levers** to effectively engage the stakeholder groups identified by the STEN have been described and will be utilised by the MIND STEP team, namely, the Stakeholder Reference Group selected to represent the main stakeholder audiences analysed in **Section 2 and Appendix 3**, and through the channels that will be actively curated and moderated: the MIND STEP platform and the MIND STEP Modell Toolbox knowledge base and training.
- The MIND STEP team is involved in the **Agrimodels Cluster** (also see **Section 6.5**) of the fellow projects, who have regular exchanges to monitor the plans and activities of the fellow projects

and avoids any overlaps, selecting the right stakeholder grouping or multiple stakeholder groups who should contribute to one or more of the levers for engagement. This way of proceeding supports extension of the overall Agrimodels Community and aims to increase its visibility.

- A set of **motivational drivers** will be pursued throughout project duration to ensure incentive-based participation of the various stakeholders.
- A continuous risk management activity is carried out (see **Section 11**) to measure and, if needed, mitigate risks of low stakeholder engagement.

The guidelines for the selection of individuals to participate in the SRG associated with the MIND STEP project have been prepared to ensure best practice for the involvement of stakeholders from across sectors and practice to inform the project's research and dissemination activities

## 11. RISKS AND ISSUES MANAGEMENT

The D10.3 Risk Management Strategy identifies the type and potential effect of different risks to the research process, achieving its aims and objectives, and expected impacts. It also details risks associated with the publication or dissemination of data or findings, or Intellectual Property Rights; risks associated with reaching the full set of relevant audiences; and to understanding and use of findings.

The nature and cause of potential barriers to communication and cooperation between different scientific and technical disciplines, policy actors and other stakeholders will be addressed when designing consultations, events and outputs, taking account of cultural issues, scheduling of activities, language, and terminology. To reduce risks of lack of buy-in a key principle will be the early involvement of end-users and stakeholders (WP1). To initiate and maintain multi-stakeholder engagement, a programme of ongoing provision of key information will be designed, and gathering of intelligence on forthcoming challenges, initiatives and opportunities for MIND STEP to facilitate positive impacts by core stakeholder groups for the achievement of their objectives. Risk-mitigation measures related to stakeholder engagement include:

- Policy and private sector participation in the stakeholder group and advisory board is secured by JRC, the various DGs and COPA COGECA who aim to engage more peers;
- A special reservation to cover cost of invited key stakeholders to the workshops;
- Stakeholder are involved in decision-making on priorities for drivers, indicators, scenarios and case studies;
- Workshops with the Stakeholder Core Group are organized by JRC which has revealed great convening power;
- Modules deliver thematic detail to the challenging concepts and methodology in MIND STEP, on relevant challenges such as structural change, GHG emissions, value chains, risk management.
- Contributions to SDGs and geographical coverage.

Any unforeseen changes due to the negotiations and activities post CAP 2020 could present with great unforeseen obstacles. MIND STEP partners will actively seek to design and shape outputs to feed into the reform process of the CAP after 2020, revisions to the WFD, EU and national level climate change objectives and policies relevant to MIND STEP-rural job creation (Po, E, Env). MIND STEP will also monitor the high-level policy aims and priorities of the EU particularly following the appointment (November 2019) of the next EU Commission from 2020.

Another potential barrier can be in communicating messages to audiences beyond partner countries within MIND STEP. Measures to overcome this will be:

- i) provide information at EU level to European networks (e.g. ENRD);
- ii) co-organise workshops with stakeholder organizations and through networking with other projects, drawing on their ability to mobilize and interest the members, and introducing these to MIND STEP;
- iii) outreach to non-EU Member States, to encourage closer connectivity in methods and exchange of knowledge in dealing with cross border issues (e.g. labour migration);
- iv) provision of resources easily accessible and online at the project website.

Contingency and risk management arrangements beyond the risk factors for implementation will be put in place. The risk management strategy will be subject to regular check-ups and updates where upcoming potential barriers and obstacles in relation to communication and dissemination, as well as mitigating measures will be addressed.

Success in creating impacts from MIND STEP through adoption of methods, during and following the life of the project will rely upon close working with all stakeholder types, the quality of **engagement and interactions, building trust, deliberation, cooperation, networking, and the development of a common pool of knowledge**. Development of relationships across the range of stakeholder types and responsibilities will be maintained throughout the project, and into the post-project period, as part of the processes of research and impact from local to international levels.

## 12. ACKNOWLEDGEMENTS

This report is compiled for the H2020 MIND STEP project which received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817566.

The MIND STEP visual identity and project website is developed with the assistance of Ms Fruzsina Foltin (GEONARDO – graphic designer) and Mr. Pal Bese (GEONARDO – IT programmer).

## 13. REFERENCES

Grant Agreement number: 817566 — MIND STEP — H2020-RUR-2018-2020/H2020-RUR-2018-2



# APPENDIX 1. PROJECT WEBSITE: CONCEPT & GUIDANCE - MILESTONE DOCUMENT MS14

## 1.1. Introduction

The MIND STEP website was constructed utilizing the visual identity and launched on 2 November 2019. The site is hosted by WP8 Leader GEO under the domain <https://mind-step.eu>.

The website is intended to be dynamic. The News & Events section and the rest of the content will be updated at least once a month and managed by the Dissemination WP Leader (GEO) throughout the lifetime of the project, based on inputs from partners, project evolution and evaluation. The information published at the website will be presented in a way that is accessible and understandable by wide range of stakeholders.

Google Analytics will be deployed at this early stage of the project as a tool for reporting key performance indicators (e.g. users, countries of origin, languages, browsers, devices, etc.). The website will be designed for use on different types of devices such as desktop, mobile or tablet.

## 1.2. Programming languages and standards

The following programming languages and standards will be used for website creation: php 7, MySQL, javascript, html5, css3, yaml, JSON.

## 1.3. Website description

An initial version of the MIND STEP project website will be designed, provisioned and deployed on the Internet. It will be designed to address the key questions that external visitors to the website are expected to have:

- What is the project about?
- What is the project progress?
- Who is participating in the project?
- What additional details are available?
- Who to contact for more information?
- How can readers get engaged?

The principal sections of the project website will provide:

- general information about the project,
- partners' details,
- list of news and events,
- all public documents generated during the project,
- links to social network profiles,
- links to the public document repositories,
- newsletter subscription,
- contact information.

A PARTNER LOGIN link from the project website will lead project partners to the Team Share private section. The Team Share site is established by the coordinator who provides partners with log-in credentials for accessing it.

The project website will provide information to public audiences. The sections and the uses for which they are designed are described below.

### 1.3.1. Home page

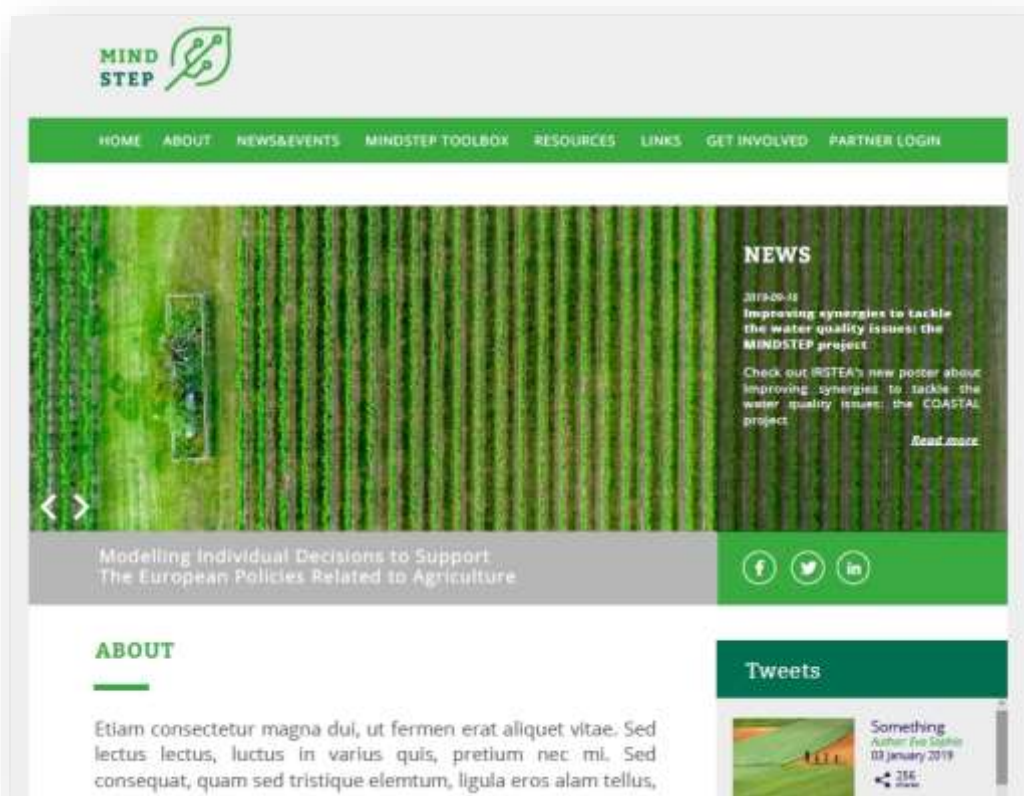
The Home page of the MIND STEP website contains basic information about project.



The upper bar on the starting screen shows the MIND STEP logo, below is the navigation panel, using a horizontal structure which is commonly used in websites (Figure 4). The partner login to the restricted area is also part of the horizontal navigation panel.

A slider is placed with photographs that reflect the topics of relevance to MIND STEP. This is where news items or messages will be highlighted.

Below the slider the project title and social media icons of Twitter and LinkedIn linking to the social media accounts of the project is displayed.



**Figure 4 Start page of the project website**

As the user scrolls down the page, shortened sections of the actual pages such as “About”, latest “News & Events”, and “Partners” are listed. These parts of the home page provide links to the actual pages, where the full content is displayed. The Twitter feed of the project is also embedded into the start page of the project website.

The EU logo, funding statement, links to the documents Terms of use and Privacy Policy, as well as the subscribe button for the Newsletter are all at the bottom of the home page.

### 1.3.2. The “News & Events” page

This page will present a list of news and events in with the most recent at the top. It will include all meetings of the project partners and important events in which members of the consortium partners are participants, such as conferences, fairs, workshops, etc. A shortened version of this page will include approximately 3 to 5 latest news (in the slider) which will also be shown also on the first page.

### 1.3.3. The “About” the project page

The page “About the project” presents the overall concept, objectives, and case study countries of the project.

It includes 3 subsections:

- Why MIND STEP? – introduction, project objectives, intended impacts
- Work packages – short description of WP objectives, time schedule overview
- Partner pages – short description of the consortium followed by a table with organisation logos and short information board next to them including their organisation, the contact person and email address

### 1.3.4. The “MIND STEP Toolbox” page

This page will be gradually developed to explain what the MIND STEP Toolbox is about.

### 1.3.5. The “Resources” page

The “Resources” page will contain all materials that will be published and is thus publicly available (respecting copyright issues). Subsections will be added by the administrator (GEO), based upon project’s requirements.

Planned subsections:

- Deliverables – public deliverables of the project will be available in the work package structure,
- Publications, promo material – the project leaflet describes the project aims, objectives and intended outcomes,
- Newsletters,
- Presentations - presentations describes the project aims, objectives and intended outcomes,
- Videos,
- Policy briefings - policy briefs describe the project aims, objectives and intended outcomes.

### 1.3.6. The “Useful links” page

Links are provided to relevant other sites. Examples of such sites include: the European Commission website, DG AGRI Directorate-General for Agriculture and Rural Development, EIP Agri: The European Innovation Partnership Agricultural Productivity and Sustainability. This page will also include contact information of the Project Coordinator to route inquiries by interested parties.

### 1.3.7. The “Get involved” page

Active engagement with stakeholders is critical to the MIND STEP project. This page will identify the opportunities for stakeholders to get involved in MIND STEP , including:

- participating in workshops,
- virtual co-creation community (MIND STEP Platform),
- sign up for the MIND STEP newsletter.

### 1.3.8. Reserved area

The reserved area is a Sharepoint site operated by WR, that can be accessed only by the project partners:

[https://22.projects.wur.nl/project\\_2282500341\\_H2020\\_MIND\\_STEP/\\_layouts/15/start.aspx#/WPDocuments/Forms/AllItems.aspx](https://22.projects.wur.nl/project_2282500341_H2020_MIND_STEP/_layouts/15/start.aspx#/WPDocuments/Forms/AllItems.aspx)

Partners are required to provide their username and password to validate their access to the secure area. Project partners are entitled to upload and manage non-public documents.

### 1.3.9. Social network links and Newsletter subscription

Social network profiles have been created within the online campaign. They will be linked to the website via icons attached to the side. Social profiles used are LinkedIn and Twitter. The website will include an online Twitter feed which shows the latest Twitter posts and invites users to visit the Twitter profile. The Newsletter subscription is linked to the [mindstep@geonardo.com](mailto:mindstep@geonardo.com) to align all subscribers to the Newsletter campaign.

### 1.3.10. The “Cookies policy” page

This page describes the use of cookies related to the MIND STEP website.

### 1.3.11. The “Terms of use” page

This page describes the terms of use of the MIND STEP website.

### 1.3.12. The “Privacy policy” page

This page describes the privacy policy related to the MIND STEP website.

### 1.3.13. Working with the website

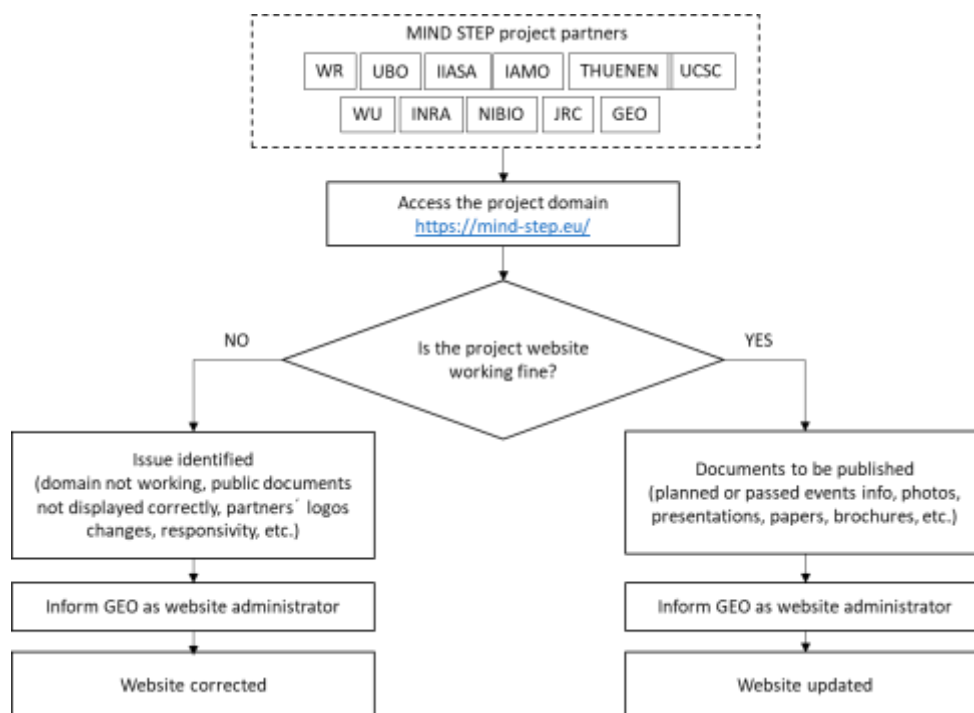


Figure 5: Working with the website flowchart

## 1.4. Future development

Short term developments of the website are expected to include:

- monitoring website statistics (new visitors, return visitors, languages, countries of origin, etc.)
- update of website content based on project progress monthly (and on demand when it is needed), mostly in the section “News & Events”.

Longer-term development of the website will include:

- adding short videos introducing the project and its progress,
- launching the MIND STEP Platform as the project results and more interaction with actors/stakeholders emerge.

## 1.5. Conclusions

The MIND STEP website is a key element of the project's dissemination strategy. The website will ensure the visibility of the project, facilitate the diffusion of the project's results and promote their exploitation.

To orientate the reader and to enable correct referencing in search engines, pages will be tagged with several types of metadata, including the page title, author's name, language, date of creation, description and a number of keywords.

To generate traffic to the website it will be publicised widely including on printed materials, press releases, paper and electronic correspondence, home pages of the project's partners and other relevant websites etc. The MIND STEP website will be registered with appropriate portals (Yahoo, Google, etc.) to fully exploit the internet's search engine technology. The website traffic will be continuously monitored and reported in every project quarter.

An initial version of the MIND STEP is designed, populated with materials, and published on the Internet, available as of 2<sup>nd</sup> November 2019.

In its initial version, the website consists mostly of static content. It will be designed to ensure that there is a presence of the project on the internet that can answer key questions of external visitors. The project website will evolve as the project grows. The information included on the project website will be valuable after the project has finished. The consortium will ensure that the website will exist after the project funding has finished and that bookmarks and published URLs will continue to function.

## Initial website content – technical description

### Start page

The structure of the starting page is described in Figure App. 1.2.

{MIND STEP logo}							
NEWS	ABOUT	MIND STEP TOOLBOX	RESOURCES	LINKS	GET INVOLVED	PARTNER LOGIN	
{Slider with 5 items}							
{Project title:}					Partner login - highlighted		
{end of 1 <sup>st</sup> display page, further scrolling}							
{title}About {photo here} Welcome to MIND STEP MIND STEP is a European research project aiming to improve exploitation of available agricultural and biophysical data and will include the individual decision making (IDM) unit in policy models.  More about MIND STEP {link to the About page}					Twitter feed embed {https://twitter.com/MindstepP}		
News and events							
Resources:{links to} Publications and Newsletters Presentations Videos Policy Deliverables briefings							
Partner logos							
{EU acknowledgement}					Subscribe Newsletter		

{EU logo} The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817566. This website reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains. Copyright © 2019 - GEO MIND STEP Terms of use {link} // Privacy Policy {link}	Subscribe to our newsletter and get the latest project news  {field for email input} Subscribe button
---	---

Figure 6: Structure of the start page

## The “News & Events” page

1st news item:

### MIND STEP Kick-off in The Hague

<kick-off meeting group photo goes here>

11 partners from 7 European countries came together in The Hague on 2-3 October 2019 to mark the start of the four-year research project “MIND STEP : Modelling Individual Decisions to Support the European Policies Related to Agriculture”.

The MIND STEP project is funded through the European Commission's Horizon 2020 research programme. The kick-off was hosted by the Project Coordinator, Stichting Wageningen Research.

Attendees included representatives of all MIND STEP partners and the project officers at the European Commission.

The MIND STEP partners are:

- WR: STICHTING WAGENINGEN RESEARCH (NL)
- UBO: RHEINISCHE FRIEDRICH-WILHELMSUNIVERSITÄT BONN (DE)
- IASA: INTERNATIONALES INSTITUT FUER ANGEWANDTE SYSTEMANALYSE (AT)
- IAMO: LEIBNIZ-INSTITUT FUER AGRARENTWICKLUNG IN TRANSFORMATIONSOEKONOMIEN (DE)
- THUENEN: JOHANN HEINRICH VON THUENEN-INSTITUT, BUNDESFORSCHUNGSMUSEUM (DE)
- UCS: UNIVERSITÀ CATTOLICA DEL SACRO CUORE (IT)
- WU: WAGENINGEN UNIVERSITY (NL)
- INRA: INSTITUT NATIONAL DE LA RECHERCHE AGRONOMIQUE (FR)
- NIBIO: NORSK INSTITUTT FOR BILØKONOMI (NO)
- JRC: JOINT RESEARCH CENTRE EUROPEAN COMMISSION JRC (BE)
- GEO: GEONARDO ENVIRONMENTAL TECHNOLOGIES (HU)

Through active engagement with a wide range of stakeholders MIND STEP will improve exploitation of available agricultural and biophysical data and will support public decision making in agricultural, rural, environmental and climate policies taking into account the behaviour of individual decision-making units in agriculture and the rural society. The fruitful discussions at the kick-off meeting benefitted from the multidisciplinary nature of the MIND STEP team. Partners took this opportunity to share their experience and knowledge of the different themes to be tackled by the project. Decisions were made by the group regarding the various phases of the project. The kick-off meeting successfully provided all partners with general guidance for undertaking the project, with a particular focus on the first part of the research.

## The “About” the project page

Contains three submenu sections:



1. Why MIND STEP ?
2. Work packages
3. Partners

Contents of the submenus are as follows:

### **Submenu 2: HOME > ABOUT > WHY MIND STEP ?**

#### **Welcome to MIND STEP**

MIND STEP is a European research project aiming to improve exploitation of available agricultural and biophysical data and will include the individual decision making (IDM) unit in policy models.

#### **WHY MIND STEP?**

MIND STEP addresses 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.

Agricultural policies like the EU CAP are widening the scope to contribute to the Paris climate agreement and the Sustainability Development Goals. From the Commission's legislative proposals (June 2018) it is expected that the European Union (EU) Common Agricultural Policy (CAP) will be redesigned in line with this. Consequences are among others a move of the CAP to farm specific measures and an improved link to environment, climate change and ecosystem services. It is proposed that Member States and regions develop their own CAP strategic plan with more attention to the regional implementation of the CAP. This wider scope and measures with a focus on individual farmers ask for a new generation of impact assessment tools. Current state-of-the-art agricultural models are not able to deliver individual farm and local effects as they are specified at higher levels of aggregation.

#### **PROJECT OBJECTIVES**

The overall ambition of MIND STEP is to support public decision making in agricultural, rural, environmental and climate policies, taking into account the behaviour of individual decision-making units in agriculture and the rural society.

The MIND STEP specific objectives are

- to develop a highly modular and customisable suite of Individual Decision Making (IDM) models focussing on behaviour of individual agents in the agricultural sector to better analyse impacts of policies,
- to develop linkages between the new IDM models and current models used at the European Commission to improve the consistency and to broaden the scope of the analysis of policies,
- to develop an integrated data framework to support analysis and monitoring of policies related to agriculture,
- to apply the MIND STEP model toolbox to analyse regional and national policies and selected EU CAP reform options and global events affecting the IDM farming unit, working together with policymakers, farmers and other stakeholders,
- to safeguard the governance and future exploitation of the MIND STEP model toolbox.

#### **INTENDED IMPACTS**

- improvement of the capacity to model policies dealing with agriculture and related natural resources, food and international trade
- improvement of policy design, impact assessments and monitoring
- strengthened transdisciplinary research and integrated scientific support for relevant EU policies and priorities.

## Submenu 2: HOME > ABOUT > Work Packages

### WORK PACKAGES

The MIND STEP project is managed through ten work packages (WP), each of which oversees and/or are responsible for various parts of the four-year project. This is illustrated in the chart below. To view project outputs and deliverables, please go to Resources.

{Project chart goes here}

#### WP1 Defining, scoping and understanding policies and trends.

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

In WP1, MIND STEP defines the conceptual framework for the analysis of policies and global drivers affecting the EU farming system, for measuring their impact and for linking them to the corresponding modelling issues. This means (i) identifying the key policy questions to be answered by the MIND STEP modelling system; (ii) identifying the indicators for monitoring and measuring the impacts of policies and global drivers affecting IDM farm units; and (iii) reviewing the existing IDM models and identifying the major gaps in terms of policy and global trend coverage, in order to clarify the key innovations needed with respect to the existing modelling systems. The work carried out in WP1 will constitute the conceptual framework for the whole MIND STEP project in the sense that the whole modelling and policy analysis work will refer to the identified set of policy questions, indicators and model gaps. As such the results of WP1 is used as input to the data framework in WP2, the modelling work in WP3, WP4 and WP5 and for the policy evaluation in WP6.

#### WP2 Data requirements for indicators on European policies related to agriculture and data management

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

The leading partner of Task 2.1 collects and reviews data requirements from all partners and develops with other partners a guide for building data interfaces. The guide addresses beside conceptual implementation also the technical programming environment, the software production cycle, the integration into the MIND STEP model toolbox. Responsibilities for building interfaces will be distributed among the partners to avoid multiplying efforts. We also coordinate the data work with other consortia to benefit from similar developments and to avoid double work. We develop and apply approaches to match economic and biophysical data sets and build interfaces to current models in WP5 to enable a consistent and calibrated scaling up and projection of results from WP3 and WP4. WP1 and WP2 together constitute component 1 of MIND STEP. Component one will be input for component 2. Results can also be directly used by component 3 e.g. for monitoring and for analysing direct or first order impacts where appropriate. Moreover, the data framework developed in component 1 of MIND STEP is used to improve downscaling components of current models.

#### WP3 Development of modular and customisable suit of models focussing on the IDM farming unit

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

In WP3 MIND STEP first develops specific requirements and a protocol with respect to the functionality of the individual models and tools as well as requirements concerning interfaces between IDM models

in WP3 and WP4. Next the overarching model for IDM farming units is developed. The aim of this overarching IDM model is to develop a template for the key functionalities which are common to any farm type and that can be used as input for all new IDM models in WP3 and WP4. The overarching IDM model starts from existing IDM models available inside the MIND STEP consortium e.g. IFM-CAP, FES and FARMDYN. In WP3 new models with a clear individual farm behaviour are added modelling environment, climate change and ecosystem services and risk behaviour at the farm level. The new IDM models and the overarching IDM model are modular linked. The new models in WP3 provide input to WP5 in order to improve the current models.

The modellers work with policy makers, farmers and other stakeholders to apply the new models to actual policy cases for their own region e.g. impacts of national CAP strategic plans, measures to reduce risk and climate policies to reduce greenhouse gas emissions.

#### **WP4 Development of models focussing on interaction between farmers and along agents of the supply chain**

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

WP4 develops new and innovative tools focusing on interactions among farmers and between actors of the supply chain to enhance IDM-based analysis of policies and to elaborate on links to the MIND STEP model toolbox. For the new tools, the WP develops protocols on linkages to IDM farm and current models or how they can be used to complement EU-wide analyses in cases where formal links are not within the scope of the project. Specific developments include (a) the improvement of farm exit decisions in current models by developing and estimating innovative empirical models based on geo-referenced, bio-physical and single-farm data, (b) the development of new models for analysing farmers' response to Rural Development (RD) measures, (c) the development of a new tool modelling supply chain mechanisms and the bargaining position of farmers and other actors along the chain and (d) the development and application of innovative tools to integrate complex IDM models in ABMs using Machine Learning.

#### **WP5 MIND STEP model toolbox: Integration of IDM models with improved current models at various geographical scales**

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

WP5 provide a MIND STEP model toolbox by integrating the models focussing on the individual farmer, developed in WP3, and the models focussing on interaction among farmers and within the supply chain, developed in WP4, with the EU/Global economic models used at the European Commission, in particular those gathered in the SUPREMA modelling platform, in order to allow for consistent assessment of global events and EU policies across different geographical scales – from regional to global – and different thematic dimensions. In a first step, a detailed conceptualization of the MIND STEP model toolbox is developed, considering in particular the complementarities between individual models with respect to particular policy questions, developing formalized data interfaces between the to be linked models, as well as providing a methodological overview of linkages depending on the types of models. The MIND STEP model toolbox develops linkages between IDM models and current large scale economic models in two directions: i) Bottom-up, when results of IDM models are used either directly in the current models, or indirectly, to estimate the behavioural parameters, such as yield and acreage elasticities, for the current models, ii) Top-down, when results from the current models are downscaled to either provide input parameters, “drivers”, representing market mediated

effects of EU policies or global events, for the IDM models, or to complement the thematic and geographic coverage of IDM models for a comprehensive cross-scale assessment across different sustainability dimensions. WP5 creates the MIND STEP model toolbox. Results of WP5 are input of WP6.

### WP8 Validation and policy evaluation

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

This work package aims to support validation efforts across the MIND STEP project and to provide a thorough guideline and indicator system to access model validity on different scales, including data, empirical and process validation. As a proof of concept and mean of validation MIND STEP selects promising models and approaches from WP3 and WP4 for upscaling and/or replication in other regions that finally will be incorporated into the MIND STEP model toolbox. This work package will also provide a roadmap to use this toolbox for evidence-based policy evaluation. Input for this roadmap are the described applications of the new models in WP3 and WP4 to regional and national policy cases e.g. impacts of regional climate policies and specific RD measures and an impact assessment of a global event (climate change) or an specific EU wide CAP policy. These applications validate the readiness (of combined use) of the IDM models, ABMs and the improved current models in the MIND STEP model toolbox and the named roadmap. WP5 and WP8 together constitute component 3 of MIND STEP.

### WP7 ICT platform for MIND STEP and the MIND STEP model toolbox

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

To embed the models in the toolbox we develop wrappers to facilitate the interaction of the models. The wrapper concept i) makes it easier to include to include models in the toolbox and ii) it improves the quality by ensuring the proper documentation of arguments and data. Given the required processing power to model IDM's and to handle big dataset we will make use of high-performance computing clusters. Limitations such as data-confidentiality, and supported modelling platforms will be considered. WP7 will setup a version control system and download services for accessing code, results and data. This enables an interaction between the models and, hence, project partners, and is the basis for interacting with stakeholders, the research community and the public via web application and other services.

### WP8 Stakeholder engagement, Dissemination, Communication and Exploitation

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

The aim of WP8 is to support awareness, acceptance and uptake of project and research activities and results among the professional community of stakeholders and end-users through massive and multichannel distribution of contents. A Dissemination and Communication Plan will be produced at the beginning of the project, designed around a well-defined, impact-based communication strategy. WP8 is part of the stakeholder platform. To safeguard the governance and future exploitation of the MIND STEP model toolbox different steps are taken to come to an exploitation model. This includes the acceptance of new partners that use the toolbox and adapt it to a new impact analysis in their

region. These new partners should also be able to contribute to adaptation and innovation of the MIND STEP suite of models.

### WP9 Management and Coordination

{link with dropdown layer to read more about the WP}

{dropdown layer content:}

This WP aims to define and manage the overall project organisation ensuring a smooth and efficient running of the project towards its goals. The focus is on a timely delivery of quality output, meeting the project budget and a timely reporting to the European Commission of the project progress and results. As Mind STEP includes the collection of data, a data-management officer will be appointed and a research data management plan developed. Activities in WP9 will ensure fluent communication channels through consortium meetings, workshops and trainings.

### Submenu 3: HOME > ABOUT > Partners

#### PARTNERS

The consortium of MIND STEP consists of 11 partners from 7 countries in Europe (the Netherlands, Germany, Austria (IIASA), Italy, France, Spain (JRC-Seville), Norway and Hungary). It includes partners from the private and public sector representing:

- Academia and higher education (UBO, UCSC, WU).
- SME dealing with research consultancy, data collection, strategic advice, normalization and policy in the field of energy, environment and sustainable development. This SME has also a strong track record in the field of communication, stakeholder engagement and exploitation (GEO)
- Public government bodies dealing with agricultural and environmental research and data collection and building agricultural models at different scales (WR, IIASA, IAMO, THUENEN, INRA, NIBIO, JRC)



{Detailed descriptions of partner teams will be added later, among the first updates of the website.}

## The “MIND STEP toolbox” page

More information on the development of the MIND STEP toolbox and case studies will be published here as findings from the project emerge.

## The “Resources” page

### HOME > RESOURCES LIST

{the following main categories listed in one page}

#### Publications and Deliverables

{publications and deliverable titles with download link will be listed here}

#### Newsletters

{links to electronic newsletters will be listed here}

#### Case study materials

{case study material titles with download link will be listed here}

#### Presentations

{presentation titles with download link will be listed here}

#### Videos

{links to videos will be listed here}

#### Policy briefings

{policy briefings titles with download link will be listed here}

## The “Useful links” page

### USEFUL LINKS

<a href="#">European Commission</a>	The European Commission website
<a href="#">DG AGRI</a>	Directorate-General for Agriculture and Rural Development
<a href="#">EIP Agri</a>	The agricultural European Innovation Partnership
<a href="#">Horizon2020</a>	EU Research and Innovation programme (2014 to 2020)
<a href="#">BESTMAP</a>	Behavioural, Ecological and Socio-economic Tools for Modelling Agricultural Policy – <a href="#">Cordis page</a>
<a href="#">AGRICORE</a>	Agent-based support tool for the development of agriculture policies – <a href="#">Cordis page</a>

*More useful links will be added as the project progresses.*

## The “Get involved” page

### HOME > GET INVOLVED

#### Contact us

E-mail:

Prof. Dr. Hans van Meijl – project coordinator, Stichting Wageningen Research

[mindstep@wur.nl](mailto:mindstep@wur.nl)

Twitter: <https://twitter.com/MindstepP>

LinkedIn: .....

### GET INVOLVED

Active engagement with stakeholders is critical to ensure that MIND STEP is developing a toolbox tailored to the research and policy questions identified in collaboration with the main stakeholders.

There will be many opportunities to get involved in MIND STEP , including

- participating in workshops,
- virtual co-creation community,
- sign up for the MIND STEP newsletter.

More information on the ways of opportunities to get involved in MIND STEP will be added as the project progresses.

## Reserved area: partner login

### PARTNER LOGIN

{WR Team Share link}

## Social network links, Document Repositories and Newsletter subscription

Social network links {In header of all pages}

{Twitter link} <https://twitter.com/MindstepP>

### Document repositories

{Researchgate link} <https://www.researchgate.net/project/MIND-STEP-Modelling-Individual-Decisions-to-Support-the-European-Policies-related-to-Agriculture-H2020>

{Zenodo link} <https://zenodo.org/communities/mindstep-h2020/>

**Newsletter subscription** {in footer of all pages near the EU acknowledgement with the following content:}

Subscribe Newsletter

Subscribe to our newsletter and get the latest project news

{field for email input} Subscribe button

## The “Cookies policy” page

{Content text as follows:}



## COOKIES POLICY

Cookies are small text files stored on user's computers by their browser. Such cookies have many applications, such as: tracking users as they navigate around a website; remembering user preferences; auto-logins for visitors coming back to a site; and website security. Website cookies policy was automatically implemented to the MIND STEP website.

## The "Terms of use" page

{Content text as follows:}

### TERMS OF USE

By accessing this web site, you are agreeing to be bound by these web site Terms and Conditions of Use, all applicable laws and regulations, and agree that you are responsible for compliance with any applicable local laws.

Except where expressly indicated all content and information on this web site – including, for example, text, images, graphics, video and audio files- are protected in accordance with current legislation on copyright.

The site contents protected by copyright cannot be, in whole or in part, copied, modified, reproduced, republished, uploaded, transcribed, transmitted, or distributed in any way or form, without a prior authorization from of rights holders.

The contents are made available and accessible for personal use, research or teaching.

The reproduction will be possible only with the prior consent of rights holders. In case of reproduction of the contents you need to cite the source.

The personal data included in the site may be used only for purposes related to the institutional activities, teaching and research. The use of personal data for trade, marketing or advertising purposes are banned in the absence of prior consent by the individual.

Any violations will be reported to the competent authorities.

## The "Privacy policy" page

This area sets out information on how the "MIND STEP website" handles users' personal data.

{Content text as follows:}

### PRIVACY POLICY

This information is provided pursuant to Regulation (EU) 2016/679 (General Data Protection Regulation) to everybody who interacts with the MIND STEP website. The information is provided to protect personal data; these terms do not apply to other websites that may be consulted through links.

The personal data included in the site may be used only for providing personal access to restricted areas and send information.

Sending e-mail at the addresses listed on this site involves the acquisition of the sender's necessary to respond to requests, and any other data included in the message.

It's banned the use of personal data for trade, marketing or advertising purposes in the absence of prior consent by the individual.

Any violations will be reported to the competent authorities.

## APPENDIX 2. SOCIAL MEDIA GUIDANCE

### 2.1. Introduction

Social media is changing the way individuals and organisations communicate and interact. Its use creates new opportunities to engage with audiences who are interested in all aspects of what is done in the MIND STEP project.

If used responsibly and appropriately, social networking sites can offer several benefits for MIND STEP participants. These include:

- building and maintaining professional relationships,
- establishing or accessing networks and being able to discuss specific issues, interests, research and experiences with other professionals globally.

The MIND STEP project has two social media channels:

- **Twitter**
- **LinkedIn**

This document provides guidance for MIND STEP project partners on how to use social media<sup>2</sup> and social networking<sup>3</sup> sites responsibly.

The principles outlined in this guidance can also generally be applied to other types of online communication, such as websites and blogs, discussion boards and general content shared online, including text, photographs, images, video and audio files.

It is important that partners in the MIND STEP consortium to have a commitment to using all forms of spoken, written and digital communication (including social media and networking sites) responsibly.

#### What is Twitter ?

Twitter is a free to use social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other the tweets of other users using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone text message, desktop client or by posting at the Twitter.com website. The default settings for Twitter are public. Unlike Facebook or LinkedIn, where members need to approve social connections, anyone can follow anyone else on public Twitter. To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags to a keyword in their post. The hashtag, which acts like a meta tag, is expressed as: #keyword.

Tweets, which may include hyperlinks, are limited to 280 characters, due to the constraints of Twitter's Short Message Service (SMS) delivery system. Because tweets can be delivered to followers in real time, they might appear similar to instant messages (IMs). However, unlike IMs that disappear when the user closes the application, tweets are also posted on the Twitter website. They are permanent, they are searchable. and they are public. Anyone can search tweets on Twitter, whether they are a member or not. (Source: <https://whatis.techtarget.com/definition/Twitter>)

<sup>2</sup> Social media: Websites and applications that enable users to create and share content or to participate in social networking.

<sup>3</sup> Social networking: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own.

Forms of unacceptable, unprofessional or unlawful communication on social media include (but are not limited to):

- sharing confidential information inappropriately;
- posting pictures of people without their consent;
- expressing personal opinion related to policies or target groups;
- encouraging violence or self-harm; and
- inciting hatred or discrimination.

MIND STEP project partners are required to adhere to best practice at all times.

MIND STEP project partners have a responsibility to ensure that they declare any conflict of interest regarding materials that they post on social media, including financial or commercial dealings.

### What is LinkedIn?

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to enable registered members to establish and document networks of people they know and trust professionally.

A LinkedIn member's profile page has professional network news feeds and a limited number of customizable modules. Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking sites such as Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship. (Source: <https://whatis.techtarget.com/definition/LinkedIn>)

## 2.2. How to use social media responsibly

**Be informed:** Make sure that you familiarise yourself with how individual social media applications work and be clear about the advantages and disadvantages.

**Think before you post:** It is important to realise that even the strictest privacy settings have limitations. This is because, once something is online, it can be copied and redistributed by others.

**Protect your professionalism and your reputation:** If you are unsure whether something you post online could compromise your professional position or your reputation, you should think about what the information means for you in practice. It is important to consider with whom and what you associate on social media. For example, acknowledging someone else's post can imply that you endorse or support their point of view. You should consider the possibility of other people mentioning you in inappropriate posts.

## 2.3. Steps to grow social media accounts

- First, map individual personal contacts as well as organisations with a potential interest in the project;
- Second, invite these contacts to connect with the project either through the social media or through personal messages. This will include the stakeholders involved in the project and press distribution lists;
- Followers can also be reached through so called 'adds' (paid advertisements), which can be targeted at potential followers (geographically, age, sex, interests);
- Third, maintain the audience and keep accounts interactive. It is important to qualify and optimize the discussions and information provided, and post regularly. Responsibilities should be distributed amongst the communication officers of the Communication, Dissemination and Exploitation Team, providing discussions, posts, articles, etc. and particularly as regards the LinkedIn account.

## 2.4. Postings - keeping the social media working and interactive

The regular posts will aim to:

- promote the website and the MIND STEP Platform;
- link with contents on the website: articles, new content, events etc.;
- report from project events (consortium meetings, workshops etc. – with photographs and comments);
- inform on important progress / results / success stories of the project;
- promote public project publications;
- report on participation in EU events & congresses and any other media activities of the project (radio broadcasts, TV broadcasts, etc.);
- inform of any new partnerships of the project;
- share information on other associated events (EU, other projects etc.);
- share relevant contents from other sites (projects, EU organisations, local organisations, initiatives etc.);
- link to interesting articles related to the project theme, etc. and beginning a thread/conversation with the social media connections (sharing/retweeting).

For LinkedIn in particular, provide professional articles from the academic partners.

## 2.5. Social Media Accounts of Partners

The existing social media accounts of project partners will be used to multiply the dissemination of information from the project Twitter site by following the MIND STEP accounts, and retweeting or re-posting materials published by these means.

## 2.6. EU social media accounts most relevant to MIND STEP

Following relevant social media channels of the European Union and European Commission will enable the MIND STEP project to identify emerging issues, new documentation and changes in the policy discourse. The EU social media accounts considered to be of most relevance to MIND STEP are listed in Table App. 2.1.

**Table App. 2.1 Hashtags (not exhaustive) relevant to MIND STEP**

	Twitter	LinkedIn
<b>Agriculture</b>		
Phil Hogan, Commissioner, Agriculture, EC	<a href="https://twitter.com/PhilHoganEU">https://twitter.com/PhilHoganEU</a>	
Daniel Rosario, Spokesperson, Agriculture, Trade, EC	<a href="https://twitter.com/danielrosarioEU">https://twitter.com/danielrosarioEU</a>	
EU Agriculture and Rural Development, Agriculture, EC	<a href="https://twitter.com/EUAgri">https://twitter.com/EUAgri</a>	
European Parliament Committee on Agriculture and Rural Development, Agriculture, EP	<a href="https://twitter.com/EP_Agriculture">https://twitter.com/EP_Agriculture</a>	
EU Agriculture - CAP Communication network, Agriculture, EC		<a href="http://www.linkedin.com/groups/5182245/profile">www.linkedin.com/groups/5182245/profile</a>
<b>Individual accounts of Policy Officers</b>		
Alexia Rouby, DG Agri	<a href="https://twitter.com/alex_rouby">https://twitter.com/alex_rouby</a>	<a href="http://www.linkedin.com/in/alexia-rouby-51403b7/">www.linkedin.com/in/alexia-rouby-51403b7/</a>
Christiane Kirketerp de Viron, Member of Cabinet, Commissioner for Research, Science and Innovation	<a href="https://twitter.com/ChristianeEU?lang=en">https://twitter.com/ChristianeEU?lang=en</a>	<a href="http://www.linkedin.com/in/christiane-kirketerp-de-viron-523966/">www.linkedin.com/in/christiane-kirketerp-de-viron-523966/</a>

	Twitter	LinkedIn
<b>Climate action</b>		
Miguel Arias Cañete, Commissioner, Climate Action, Energy, EC	<a href="https://twitter.com/MAC_europa">https://twitter.com/MAC_europa</a>	
Anna-Kaisa Iitkonen, Spokesperson, Climate Action, Energy, EC	<a href="https://twitter.com/AK_Iitkonen">https://twitter.com/AK_Iitkonen</a>	
EU Climate Action, Climate Action, EC	<a href="https://twitter.com/EUClimateAction">https://twitter.com/EUClimateAction</a>	
<b>Environment</b>		
Karmenu Vella, Commissioner, Environment, Maritime affairs and fisheries, EC	<a href="https://twitter.com/KarmenuVella">https://twitter.com/KarmenuVella</a>	
Enrico Brivio, Spokesperson, Environment, Maritime affairs and fisheries, Transport, EC	<a href="https://twitter.com/EBrivioEU">https://twitter.com/EBrivioEU</a>	
EU Environment, Environment, EC	<a href="https://twitter.com/EU_ENV">https://twitter.com/EU_ENV</a>	
EU Environment - Green Capital, Environment, EC	<a href="https://twitter.com/EU_GreenCapital">https://twitter.com/EU_GreenCapital</a>	
EU Environment - LIFE Programme, Environment, EC	<a href="https://twitter.com/LIFEprogramme">https://twitter.com/LIFEprogramme</a>	
European Environment Agency	<a href="https://twitter.com/euenvironment">https://twitter.com/euenvironment</a>	
Executive Agency for Small and Medium-sized Enterprises (EASME) - Eco-innovation, Environment, EC	<a href="https://europa.eu/european-union/contact/social-networks_en#:~:i= e t:15 s:">https://europa.eu/european-union/contact/social-networks_en#:~:i= e t:15 s:</a>	<a href="http://www.linkedin.com/groups/2780271/profile">www.linkedin.com/groups/2780271/profile</a>
Science for Environment Policy, Environment, EC	<a href="https://twitter.com/SfEP">https://twitter.com/SfEP</a>	
EU Eco-Innovation Action Plan, Environment, Industry and businesses, Research and Innovation, EC		<a href="http://www.linkedin.com/groups/4707212/profile">www.linkedin.com/groups/4707212/profile</a>
<b>Research and innovation</b>		
Carlos Moedas, Commissioner, Research and Innovation, EC	<a href="https://twitter.com/Moedas">https://twitter.com/Moedas</a>	<a href="http://www.linkedin.com/in/moedas/">www.linkedin.com/in/moedas/</a>
Lucia Caudet, Spokesperson, Industry and businesses, Research and Innovation, EC	<a href="https://twitter.com/LuciaCaudet">https://twitter.com/LuciaCaudet</a>	
European Food Safety Authority (EFSA), Consumers, Food Safety, Health, Research and Innovation, Agency	<a href="https://twitter.com/EFSA_EU">https://twitter.com/EFSA_EU</a>	<a href="http://www.linkedin.com/company/efsa/">www.linkedin.com/company/efsa/</a>
EU Research & Innovation - H2020, Research and Innovation, EC	<a href="https://twitter.com/EU_H2020">https://twitter.com/EU_H2020</a>	
EU research results, Research and Innovation, Publications Office	<a href="https://twitter.com/CORDIS_EU">https://twitter.com/CORDIS_EU</a>	
Joint Research Centre – EU Science Hub, Research and Innovation, EC	<a href="https://twitter.com/EU_ScienceHub">https://twitter.com/EU_ScienceHub</a>	<a href="http://www.linkedin.com/showcase/european-commission-joint-research-centre/">www.linkedin.com/showcase/european-commission-joint-research-centre/</a>
Research and Innovation, EC	<a href="https://twitter.com/EUScienceInnov">https://twitter.com/EUScienceInnov</a>	

## 2.7. MIND STEP partner level tentative KPIs for social media contributions to the project social media accounts

	WP efforts PM	partner KPIs per year	
		website newsitem	input for social media
WR	6	4	8
UBO	1	1	2
IIASA	2	2	4
IAMO	2	2	4
THUEN	1	1	2
UCSC	3	3	6
WU	2	2	4
INRA	2	2	4
NIBIO	1	1	2
JRC	2	2	4
GEO	16	6	12
total per year		26	52
total per week		0.5	1

## 2.8. MIND STEP tentative social media calendar for 2019 (based on 2.7 values)

September	October	November	December
1 Su	1 Tu	1 Fr	1 Su
2 Mo	2 We	2 Sa	2 Mo
3 Tu WR: 1 WN+1SM	3 Th	3 Su	3 Tu UCSC: 1 SM
4 We	4 Fr	4 Mo	4 We
5 Th	5 Sa	5 Tu	5 Th
6 Fr	6 Su	6 We WR: 1 WN+1SM	6 Fr
7 Sa	7 Mo	7 Th	7 Sa
8 Su	8 Tu WR: 1 SM	8 Fr	8 Su
9 Mo	9 We	9 Sa	9 Mo
10 Tu IAMO: 1 WN+1SM	10 Th	10 Su	10 Tu GEO: 1 WN+1SM
11 We	11 Fr	11 Mo	11 We
12 Th	12 Sa	12 Tu WU: 1 WN+1SM	12 Th
13 Fr	13 Su	13 We	13 Fr
14 Sa	14 Mo	14 Th	14 Sa
15 Su	15 Tu THUEN: 1 SM	15 Fr	15 Su
16 Mo	16 We	16 Sa	16 Mo
17 Tu UCSC: 1 WN+1SM	17 Th	17 Su	17 Tu JRC: 1SM
18 We	18 Fr	18 Mo	18 We
19 Th	19 Sa	19 Tu IAMO: 1 SM	19 Th
20 Fr	20 Su	20 We	20 Fr
21 Sa	21 Mo	21 Th NIBIO: 1 SM	21 Sa
22 Su	22 Tu JRC: 1 WN+1SM	22 Fr	22 Su
23 Mo	23 We	23 Sa	23 Mo
24 Tu INRA: 1 SM	24 Th	24 Su	24 Tu
25 We	25 Fr	25 Mo	25 We
26 Th	26 Sa	26 Tu INRA: 1 WN+1SM	26 Th
27 Fr	27 Su	27 We	27 Fr
28 Sa	28 Mo	28 Th GEO: 1SM	28 Sa
29 Su	29 Tu GEO: 1 WN+1SM	29 Fr	29 Su
30 Mo GEO: 1SM	30 We	30 Sa	30 Mo
	31 Th		31 Tu

## 2.8. MIND STEP tentative social media calendar for 2020 (based on 2.7 values)

January	February	March	April	May	June	July	August	September	October	November	December
1 We	1 Sa	1 Su	1 We	1 Fr	1 Mo	1 We	1 Sa	1 Tu WR: 1 WN+1SM	1 Th	1 Su	1 Tu
2 Th	2 Su	2 Mo	2 Th	2 Sa	2 Tu IASIA: 1 SM	2 Th	2 Su	2 We	2 Fr	2 Mo	2 We
3 Fr	3 Mo	3 Tu IASIA: 1 WN+1SM	3 Fr	3 Su	3 We	3 Fr	3 Mo	3 Th	3 Sa	3 Tu WR: 1 WN+1SM	3 Th UCSC: 1 SM
4 Sa	4 Tu WR: 1 SM	4 We	4 Sa	4 Mo	4 Th	4 Sa	4 Tu WR: 1 SM	4 Fr	4 Su	4 We	4 Fr
5 Su	5 We	5 Th	5 Su	5 Tu WR: 1 WN+1SM	5 Fr	5 Su	5 We	5 Sa	5 Mo	5 Th	5 Sa
6 Mo	6 Th	6 Fr	6 Mo	6 We	6 Sa	6 Mo	6 Th	6 Su	6 Tu WR: 1 SM	6 Fr	6 Su
7 Tu WR: 1 WN+1SM	7 Fr	7 Sa	7 Tu WR: 1 SM	7 Th	7 Su	7 Tu THUEN: 1 WN+1SM	7 Fr	7 Mo	7 We	7 Sa	7 Mo
8 We	8 Sa	8 Su	8 We	8 Fr	8 Mo	8 We	8 Sa	8 Tu IAMO: 1 WN+1SM	8 Th	8 Su	8 Tu JRC: 1 SM
9 Th	9 Su	9 Mo	9 Th	9 Sa	9 Tu INRA: 1 SM	9 Th	9 Su	9 We	9 Fr	9 Mo	9 We
10 Fr	10 Mo	10 Tu UCSC: 1 SM	10 Fr	10 Su	10 We	10 Fr	10 Mo	10 Th	10 Sa	10 Tu INRA: 1 WN+1SM	10 Th
11 Sa	11 Tu UBO: 1 WN+1SM	11 We	11 Sa	11 Mo	11 Th	11 Sa	11 Tu IASIA: 1 WN+1SM	11 Fr	11 Su	11 We	11 Fr
12 Su	12 We	12 Th	12 Su	12 Tu UBO: 1 SM	12 Fr	12 Su	12 We	12 Sa	12 Mo	12 Th IAMO: 1 SM	12 Sa
13 Mo	13 Th	13 Fr	13 Mo	13 We	13 Sa	13 Mo	13 Th	13 Su	13 Tu THUEN: 1 SM	13 Fr	13 Su
14 Tu IASIA: 1 SM	14 Fr	14 Sa	14 Tu IAMO: 1 WN+1SM	14 Th	14 Su	14 Tu UCSC: 1 SM	14 Fr	14 Mo	14 We	14 Sa	14 Mo
15 We	15 Sa	15 Su	15 We	15 Fr	15 Mo	15 We	15 Sa	15 Tu UCSC: 1 WN+1SM	15 Th	15 Su	15 Tu GEO: 1 WN+1SM
16 Th	16 Su	16 Mo	16 Th	16 Sa	16 Tu JRC: 1 WN+1SM	16 Th	16 Su	16 We	16 Fr	16 Mo	16 We
17 Fr	17 Mo	17 Tu WU: 1 WN+1SM	17 Fr	17 Su	17 We	17 Fr	17 Mo	17 Th	17 Sa	17 Tu WU: 1 WN+1SM	17 Th
18 Sa	18 Tu IAMO: 1 SM	18 We	18 Sa	18 Mo	18 Th	18 Sa	18 Tu WU: 1 SM	18 Fr	18 Su	18 We	18 Fr
19 Su	19 We	19 Th	19 Su	19 Tu UCSC: 1 WN+1SM	19 Fr	19 Su	19 We	19 Sa	19 Mo	19 Th	19 Sa
20 Mo	20 Th	20 Fr	20 Mo	20 We	20 Sa	20 Mo	20 Th	20 Su	20 Tu JRC: 1 WN+1SM	20 Fr	20 Su
21 Tu UCSC: 1 WN+1SM	21 Fr	21 Sa	21 Tu JRC: 1 SM	21 Th	21 Su	21 Tu NIBIO: 1 WN+1SM	21 Fr	21 Mo	21 We	21 Sa	21 Mo
22 We	22 Sa	22 Su	22 We	22 Fr	22 Mo	22 We	22 Sa	22 Tu INRA: 1 SM	22 Th	22 Su	22 Tu
23 Th	23 Su	23 Mo	23 Th	23 Sa	23 Tu GEO: 1 WN+1SM	23 Th	23 Su	23 We	23 Fr	23 Mo	23 We
24 Fr WU: 1 SM	24 Mo	24 Tu INRA: 1 WN+1SM	24 Fr	24 Su	24 We	24 Fr	24 Mo	24 Th	24 Sa	24 Tu NIBIO: 1 SM	24 Th
25 Sa	25 Tu GEO: 1 WN+1SM	25 We	25 Sa	25 Mo	25 Th	25 Sa	25 Tu GEO: 1 WN+1SM	25 Fr	25 Su	25 We	25 Fr
26 Su	26 We	26 Th	26 Su	26 Tu GEO: 1 SM	26 Fr	26 Su	26 We	26 Sa	26 Mo	26 Th	26 Sa
27 Mo	27 Th	27 Fr	27 Mo	27 We	27 Sa	27 Mo	27 Th	27 Su	27 Tu GEO: 1 WN+1SM	27 Fr	27 Su
28 Tu GEO: 1 SM	28 Fr	28 Sa	28 Tu GEO: 1 WN+1SM	28 Th	28 Su	28 Tu GEO: 1 SM	28 Fr	28 Mo	28 We	28 Sa	28 Mo
29 We	29 Sa	29 Su	29 We	29 Fr	29 Mo	29 We	29 Sa	29 Tu GEO: 1 SM	29 Th	29 Su	29 Tu
30 Th		30 Mo	30 Th	30 Sa	30 Tu	30 Th	30 Su	30 We	30 Fr	30 Mo GEO: 1 SM	30 We
31 Fr		31 Tu GEO: 1 SM		31 Su		31 Fr	31 Mo		31 Sa		31 Th

## APPENDIX 3. TARGET AUDIENCES & THEIR INVOLVEMENT

		Country	T8.1 Stakeholder assessment for stakeholder engagement in the project			D8.1 Assessing the purpose and means of communicating with target audiences (mark with 'x' if relevant)																		
						COMDISS Purpose					How: communication channels													
											informing about project					informing about results					making results available for use			
																1 newsletter	2 project factsheet	3 brochure	4 social media	5 press release	6 project website	7 videos, interviews	8 article in magazine	9 exhibitions/ guided visits
International & EU level																								
UCSC, IAMO	DG Agri	EU	x	x			x	x	x	x	x	x			x					x		x	x	
UCSC, IAMO	DG CLIMA	EU	x	x			x	x	x	x	x	x			x					x		x	x	
UCSC	EU - DG-ENV	EU	x	x			x	x		x		x	x	x	x			x		x	x	x	x	x
UCSC	EU - DG-SANTE	EU	x	x			x	x		x		x	x	x	x			x		x	x	x	x	x
GEO	DG Research and Innovation	EU					x	x		x	x	x	x				x				x	x		
GEO	DG JRC	EU	x	x			x	x		x	x	x	x				x			x		x		
GEO	European Environment Agency (EEA)	EU					x				x	x	x				x			x	x			
GEO	EU Parliament						x				x	x	x				x				x			
GEO	EU Climate Change Risk Assessment - European Climate Adaptation Platform	EU					x				x	x	x				x			x	x			
GEO	European Political Strategy Centre - B2. Sust. Development team	EU					x				x	x	x				x			x	x			
EU initiatives																								
UCSC	EIP-AGRI	EU	x	x			x	x		x		x	x	x	x			x		x	x	x	x	x
GEO	SCAR: Standing Committee on Agricultural Research	EU						x	x	x		x	x				x			x	x		x	
GEO	Strategic Working Group on Agriculture Knowledge and Innovation Systems (SWG SCAR- AKIS)	EU						x	x	x	x	x	x				x			x	x		x	
GEO	Standing Committee on Agricultural Research - Strategic Working Group - European Agricultural Research towards greater impact on global Challenges (SWG SCAR ARCH)	EU						x	x	x	x	x	x				x			x	x		x	
GEO	SWG SCAR Food Systems	EU						x	x	x	x	x	x				x			x	x		x	
GEO	European Regions for Innovation in Agriculture, Food and Forestry	EU						x	x	x	x	x	x				x			x	x		x	
GEO	FACCE: Agriculture, Food Security and Climate Change JPI	EU						x	x	x	x	x	x				x			x	x		x	
GEO	Smart Specialisation Platform for Agri-Food	EU						x	x	x	x	x	x				x			x	x		x	
GEO	ENRD - Evaluation Helpdesk for Rural Development	EU						x	x	x	x	x	x				x			x	x		x	
GEO	European Network for Rural Development - ENRD ENRD Contact Point team	EU					x	x	x	x		x	x	x	x				x					
EU level representative groups or professional bodies																								
UCSC, IAMO	- farmer unions (COPA-COGECA)	EU	x	(x)	x		x	x		x	x	x	x	x	x			x			x			
UCSC	- food industry (FoodDrinkEurope)	EU		x	x		x	x		x		x	x	x	x			x			x			
GEO	EUFRA (European Forum for Agricultural and Rural Advisory Services)	EU					x	x	x	x	x	x					x			x			x	
GEO	CEJA (European Council of Young Farmers)	EU					x	x		x	x	x					x			x			x	
EU level NGOs, civic society associations																								
UCSC	- consumer organisations (BEUC)	EU		x			x	x		x		x	x	x	x			x		x		x		
UCSC	- environmental organisations (GREEN 10)	EU	x	x			x	x		x		x	x	x	x			x		x		x		
GEO	Birdlife International	EU					x	x		x	x	x	x				x			x		x		
GEO	Greenovate! Europe	EU					x	x		x	x	x	x				x			x			x	
GEO	EEB European Environmental Bureau	Intl					x	x		x	x	x	x	x			x				x	x		
Researchers																								
IAMO	European Association of Agricultural Economists (EAAE)	EU	x												x					x	x			
IAMO	International Association of Agricultural Economics (IAEA)	Intl.													x					x	x			
GEO	European Initiative for Agricultural Research for Development	EU					x	x		x	x	x	x				x				x		x	



			T8.1 Stakeholder assessment for stakeholder engagement in the project			D8.1 Assessing the purpose and means of communicating with target audiences (mark with 'x' if relevant)																		
		Country				COMDISS Purpose					How: communication channels													
			Do you recommend this stakeholder	use the information of the results coming out of	affected by the results of the	influence & adoption	originating ideas & identifying concerns	training & education	feedback	information provision /dissemination	1 newsletter	2 project factsheet	3 brochure	4 social media	5 press release	6 project website	7 videos, interviews	8 article in magazine	9 exhibitions/ guided visits	10 conference presentation	11 scientific publication	12 policy brief/ roadmap	13 training /workshop/ demonstration	14 online repository
National level																								
National regulators and policy teams																								
WR		NL	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
WR		NL	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
WR		NL		x				x			x	x	x	x	x	x		x			x	x	x	
WR		NL	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
WR		NL		x					x		x	x	x	x	x	x				x	x	x	x	
UCSC		IT		x				x		x	x	x	x	x	x	x				x	x	x	x	
IAMO		DE	x	x			x		x	x	x	x		x	x	x		x		x	x	x		x
IAMO		DE								x	x				x									
GEO																								
Civic society and general public																								
WR		NL		x					x		x	x	x	x	x	x				x	x	x	x	
WR		NL		x					x		x	x	x	x	x	x				x	x	x	x	
IAMO		DE	x	x	x		x			x	x			x	x	x	x	x		x		x		
IAMO		DE	x	x	x		x		x	x	x			x	x	x	x	x		x		x		
IAMO		DE	x	x	x		x		x	x	x			x	x	x	x	x		x		x		
IAMO		DE	x	x	x		x		x	x	x			x	x	x	x	x		x		x		
IAMO		DE	x	x	x		x		x	x	x			x	x	x	x	x		x		x		
IAMO		DE	x	x	x		x		x	x	x			x	x	x	x	x		x		x		
IAMO		DE	x	x	x		x		x	x	x			x	x	x	x	x		x		x		
GEO		HU		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
GEO		HU		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Professional bodies																								
WR		NL	x	x	x	x		x	x		x	x	x	x	x	x				x	x	x	x	
WR		NL	x	x	x	x		x	x		x	x	x	x	x	x				x	x	x	x	
WR		NL	x	x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x					x		x	x	x	x	x	x				x	x	x	x	
WR		NL		x					x		x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL	x	x					x		x	x	x	x	x	x				x	x	x	x	
WR		NL	x	x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL		x							x	x	x	x	x	x				x	x	x	x	
WR		NL</																						



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

## APPENDIX 4. EVENTS



### D8.1 Upcoming events relevant for MIND STEP :

congresses, conferences, workshops, exhibitions, other events

	When? Date	Where? Location	What? Subject	What? Relevance to MIND STEP	How? Type	To whom? Target audience
September - yr 1						
October						
<a href="#">PACIOU 27 Prague; October 2019</a>	6-9 october	Prague, CZ	FADN	data for models	workshop	scientific, policy adminsitrators
November						
<a href="#">ENRD Workshop</a>	6 November	Brussels	CAP Strategic Plans	policy evaluation	workshop	scientific, policy adminsitrators
<a href="#">EU Conference on Modelling for Policy support</a>	26-27 November	Brussels	policy modelling	policy modelling	conference	scientific, policy adminsitrators
December						
2020 January						
February						
March						
April						
May						
175 EAAE Seminar The wind of change of sustainability standards	13-15 May 2020	Gargnano (Brescia, Garda Lake), Italy	Agricultural economics and policy	Sustainability standards and policy implications	Scientific conference	Research community
June						
Mediterranean agriculture facing climate change: Challenges and Policies - 9th AIEAA Conference	10-12 June 2020	Bari-Valenzano	Agricultural economics and policy	Agricultural modelling and policies	Scientific Conference	Research community
July						
August						
XVI EAAE congress Raising the Impact of Agricultural Economics: Multidisciplinarity, Stakeholder Engagement and Novel Approaches	25-28 August	Prague, CZ republic	Agricultural economics and policy	Agricultural modelling and policies	Scientific Conference	Research community
September - yr 2						
October						
<a href="#">28th Pacioli workshop 2020: Pacioli is the international workshop for coordinators, experts and researchers on farm level databases in agriculture, such as FADN in Europe (Farm Accountancy Data Network).</a>		Romania	FADN		workshop	scientific, policy adminsitrators
November						
December						



# APPENDIX 5. NETWORKING



## D8.1 Networking and synergies

	What Subject (what is the subject of the project/forum)	Relevance to MINDSTEP (what is the direct relevance of the project/forum to our project)	How (how do you recommend MIND STEP to get in touch with this project/forum?)
<b>EU &amp; intl. Organisations/networks</b>			
<a href="#">EIP-AGRI</a>	The European Innovation Partnership for Agricultural productivity and Sustainability (EIP-AGRI) has been launched in 2012 to contribute to the European Union's strategy 'Europe 2020' for smart, sustainable and inclusive growth.	Identify promising and innovative policy tools currently in place and the most innovative and relevant EU policy tools.	semi-structured interviews with EIP-AGRI
<b>H2020/FP7</b>			
<a href="#">SUPREMA (GA_773499): Support for Policy Relevant Modelling of Agriculture</a>	Impact assessments in the areas of agriculture are (partly) based on projections delivered by models. Sectoral policies are becoming more and more interrelated. Hence, there is a need to improve the capacity of current models, connect them or redesign them to deliver on an increasing variety of policy objectives, and to explore future directions for agricultural	All four models (IFM-CAP, CAPRI, GLOBIOM, MAGNET) directly in MIND STEP are at the same time part of the SUPREMA modelling platform ensuring a direct link between the two	Contacting coordinator and relevant project partners for info exchange and exchange on experiences and approaches for co-creation.
<a href="#">AGRICORE H2020 GA 816078: Agent-based support tool for the development of agriculture policies</a>	The AGRICORE project proposes a novel tool for improving the current capacity to model policies dealing with agriculture by taking advantage of latest progresses in modelling approaches and ICT.	fellow project under same topic	regular exchange on findings, joint dissemination activities
<a href="#">BESTMAP H2020 GA 817501: Behavioural, Ecological and Socio-economic Tools for Modelling Agricultural Policy</a>	BESTMAP will develop a new modelling framework using insights from behavioural theory, linking existing economic modelling with individual-farm Agent-Based Models.	fellow project under same topic	regular exchange on findings, joint dissemination activities
<a href="#">FLINT (GA: 613800) Farm Level Indicators for New Topics in Policy Evaluation</a>	FLINT defines Farm Level Indicators to improve the policy evaluation on (amongst others) cross compliance, sustainability and innovation in the CAP. The data collection on these indicators has ideally to be linked to the current Farm Accountancy Data Network in which data on costs of production and incomes are collected on 75.000 farms over the EU-27, but alternatives will be explored. In the project foreseen harmonized data on the Profit, Planet and People indicators will be collected in a pilot-network in several European countries with an invitation for others to join. Data will be stored in a central database (after permission of the collaborating farmers of course) and used to investigate how this data improves policy	extending these data to environmental measures at farm level	WEcR, INRA
<a href="#">FOODSECURE (FP7, GA_290693): Exploring the Future of Global Food and Nutrition Security</a>	The food system is analysed in relationship to the ecosystem, energy, and financial markets, all of which are potential sources of shocks that can disrupt the food system. In addition, it is examined in light of fundamental societal trends and changing attitudes towards food consumption and production. The project emphasises the diversity of challenges of FNS in countries and regions. The project delivers new empirical evidence on the drivers of global FNS, and classifies regions and livelihood systems in typologies. A harmonised data system and modelling toolbox are developed for forecasts (on short term) and forward looking (towards 2050) on future hunger. A support for effective and sustainable actions will include the identification of the critical pathways for technological and institutional change and for EU policies in the areas of development aid, climate change, trade, common agricultural	modelling toolbox	WEcR
<a href="#">SURE-Farm (GA 727520): Towards Sustainable and Resilient EU FARMING systems</a>	Resilience and sustainability of Europe's farming systems can no longer be taken for granted, as the sectors' economic, social and ecological environment becomes more complex and volatile. Using resilience thinking, SURE-Farm develops a comprehensive resilience enabling framework, develops and applies resilience assessment tools and co-creates implementation roadmaps. Its objectives are to: measure the determinants of resilience; improve farmers' risk-related decisions and management; assess farm demographic changes and their links to labour markets; evaluate the current policy framework and develop resilience enhancing policy options; make integrated long-term projections of farming system resilience; and	assessing policy options	WU, IAMO
<a href="#">Biomonitor (GA 773297): Monitoring the Bioeconomy SUSFANS (GA_633692) Metrics, Models and Foresight for European Sustainable Food and Nutrition Security</a>	The overall objective of the Monitoring the Bioeconomy (BioMonitor) project is to establish a sustainable data and modelling framework for the bioeconomy. Central asset is a coherent toolbox which integrates two complementary strands of state-of-the-art quantitative analysis: (i) micro-level modelling of nutrient intakes, habitual dietary patterns and preferences of individual consumers, and (ii) macro-level modelling of food demand and supply in the context of economic, environmental and demographic changes on various time-scales and for multiple sub-regions. The tools will bridge the current gap between policy analysis on the EU agri-food sector and the nutrition-health sector. Case studies and scenarios based on stakeholder input from consumers, food industry, farmers/fishermen, government and the scientific community, are instrumental in achieving this goal.	modelling policy analysis	WU WEcR, WU, UBO, INRA, JRC and IIASA
<a href="#">SIMNEXUS (GA_689150): Sustainable Integrated Management FOR the NEXUS of water-land-food-energy-climate for a resource-efficient Europe</a>	Land, food, energy, water and climate are interconnected, comprising a coherent system (the 'Nexus'), dominated by complexity and feedback. The integrated management of the Nexus is critical to secure the efficient and sustainable use of resources. Barriers to a resource efficient Europe are policy inconsistencies and incoherence, knowledge gaps, especially regarding integration methodologies and tools for the Nexus, and knowledge and technology lock-ins. SIMNEXUS will develop innovative methodologies to address these barriers, by building on well-known and scientifically established existing "thematic" models, simulating different components/"themes" of the Nexus.	policy support	WEcR
<a href="#">Pegasus ERA-NET Susan: Phosphorus efficiency in Gallus gallus and Sus scrofa: Bridging the gaps in the phosphorus value chain</a>	The competitiveness of European agri-food production relies on the efficient and sustainable use of resources. Alternative technical, policy and governance strategies to minimize P-discharges from farms, P runoff from soil and subsequent enrichment in aquatic ecosystems will be developed.	policy support	UCSC
<a href="#">LANDSENSE (GA_689812) A Citizen Observatory and Innovation Marketplace for Land Use and Land Cover Monitoring</a>	The aim of the LandSense project is to build a far reaching citizen observatory for Land Use and Land Cover (LULC) monitoring that will also function as a technology innovation marketplace. LandSense will deploy advanced tools, services and resources to mobilize and engage citizens to collect in-situ observations (i.e. ground-based data and visual interpretations of EO imagery). Policy-relevant campaigns will be implemented in close collaboration with multiple stakeholders to ensure that citizen observations contribute to EU-wide environmental governance and decision-making.	agricultural pilot working to crowdsource management and crop data from farmers through mobile technology	IIASA, WU
<a href="#">LIFT (GA_770747) Low-Input Farming and Territories - Integrating knowledge for improving ecosystem-based farming</a>	The overall goal of LIFT is to identify the potential benefits of the adoption of ecological farming in the European Union (EU) and to understand how socio-economic and policy factors impact the adoption, performance and sustainability of ecological farming at various scales, from the level of the single farm to that of a territory.	policy factors impact assessment	INRA
<a href="#">UNISECO (GA_773901): Understanding and improving the sustainability of agro-ecological farming systems in the EU</a>	The overarching objective of UNISECO is to strengthen the sustainability of EU farming systems, through co-constructing practice-validated strategies and incentives for the promotion of improved agro-ecological approaches. We will enhance the understanding of socio-economic and policy drivers and barriers for further development and implementation of agro-ecological approaches in EU farming systems to identify and facilitate more effective management strategies for European agriculture.	policy drivers assessment	GEO



## APPENDIX 6. JOURNALS & PRESS



### D8.1 Provisional list of journals & stakeholder press planned to be published in

Journal		Publisher	Open access link	Topic
Agricultural Systems		Elsevier	<a href="https://www.elsevier.com/journals/agricultural-systems/0308-521x/open-access-options">https://www.elsevier.com/journals/agricultural-systems/0308-521x/open-access-options</a>	TBD
Land Use Policy		Elsevier	<a href="https://www.elsevier.com/journals/land-use-policy/0264-8377/open-access-options">https://www.elsevier.com/journals/land-use-policy/0264-8377/open-access-options</a>	TBD
Food Policy		Elsevier	<a href="https://www.elsevier.com/journals/food-policy/0306-9192/open-access-options">https://www.elsevier.com/journals/food-policy/0306-9192/open-access-options</a>	TBD
Agricultural and Food Economics		Springer	<a href="https://agrifoodecon.springeropen.com/">https://agrifoodecon.springeropen.com/</a>	TBD
Heliyon		Elsevier	<a href="https://www.cell.com/heliyon/agriculture">https://www.cell.com/heliyon/agriculture</a>	TBD
Data in Brief		Elsevier	<a href="https://www.elsevier.com/journals/data-in-brief/2352-3409/open-access-journal">https://www.elsevier.com/journals/data-in-brief/2352-3409/open-access-journal</a>	TBD
Stakeholder press				
<b>International</b>				
EIP-Agri newsletter		EC DG AGRI	<a href="https://ec.europa.eu/eip/agriculture/en/publications">https://ec.europa.eu/eip/agriculture/en/publications</a>	project overview
Horizon Europe, EU Research and Innovation Magazine		EC	<a href="https://horizon-magazine.eu/">https://horizon-magazine.eu/</a>	TBD
Evaluation Helpdesk Newsletter		Helpdesk / EC	<a href="https://enrd.ec.europa.eu/evaluation/publications/evaluation-helpdesks-publications-rural-evaluation-news_en">https://enrd.ec.europa.eu/evaluation/publications/evaluation-helpdesks-publications-rural-evaluation-news_en</a>	TBD
Rural Connections		ENRD / EC	<a href="https://enrd.ec.europa.eu/publications/search/en?f%5B0%5D=im_field_enrd_publication_type%3A20483">https://enrd.ec.europa.eu/publications/search/en?f%5B0%5D=im_field_enrd_publication_type%3A20483</a>	TBD
<b>National</b>				
WR	Press release: 1 per partner per year	NL outlet		TBD
UBO	Press release: 1 per partner per year	DE outlet		TBD
IIASA	Press release: 1 per partner per year	AT outlet		TBD
IAMO	Press release: 1 per partner per year	DE outlet		TBD
THUEI	Press release: 1 per partner per year	DE outlet		TBD
UCSC	Press release: 1 per partner per year	IT outlet		TBD
WU	Press release: 1 per partner per year	NL outlet		TBD
INRA	Press release: 1 per partner per year	FR outlet		TBD
NIBIO	Press release: 1 per partner per year	NO outlet		TBD
JRC	Press release: 1 per partner per year	EU outlet		TBD
GEO	Press release: 1 per partner per year	HU outlet		TBD
<b>Local</b>				



## APPENDIX 7. DISSEMINATION ACTIVITY REPORT TEMPLATE

To be administered in Excel



### MODELLING INDIVIDUAL DECISIONS TO SUPPORT THE EUROPEAN POLICIES RELATED TO AGRICULTURE

#### Quarterly Communication, Dissemination Progress Reports of Partners

DUE DATES FOR REPORTING:

<i>Quarter 1</i>	30 November 2019 (month 3)	<i>Quarter 7</i>	31 May 2021 (month 21)	<i>Quarter 13</i>	30 November 2022 (month 39)
<i>Quarter 2</i>	28 February 2020 (month 6)	<i>Quarter 8</i>	31 August 2021 (month 24)	<i>Quarter 14</i>	28 February 2023 (month 42)
<i>Quarter 3</i>	31 May 2020 (month 9)	<i>Quarter 9</i>	30 November 2021 (month 27)	<i>Quarter 15</i>	31 May 2023 (month 45)
<i>Quarter 4</i>	31 August 2020 (month 12)	<i>Quarter 10</i>	28 February 2022 (month 30)	<i>Quarter 16</i>	31 August 2023 (month 48)
<i>Quarter 5</i>	30 November 2020 (month 15)	<i>Quarter 11</i>	31 May 2022 (month 33)		
<i>Quarter 6</i>	18 February 2021 (month 18)	<i>Quarter 12</i>	31 August 2022 (month 36)		

GUIDELINES: This report is cumulative per partner sheet. In each quarter please:

- update the sheet of your organisation in this document
- upload the file to the WP8 / Task 8.4 / COMDISS QPR / your partner folder of the Sharepoint Intranet with a file name extended with the your partner number \_ abbreviation (e.g. P11-GEO-COMDISS-QPR.xlsx)
- upload the related proofs of the event (e.g. presentation material, photos, articles, publications) to the WP8 / Task 8.4 / COMDISS QPR / your partner folder of the Sharepoint Intranet



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/>



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

Communication, dissemination activity report {template} -  
{partner number + partner name abbrev, e.g.} P11 GEO

Please give us details of any external dissemination activities representing MIND STEP. Please also send copies of your presentations, posters, etc. to Katalin (Geonardo) and upload these on the Sharepoint intranet. If you published a scientific article please also fill in the "scri.publications" tab by giving further details

*\*according to the categories listed in Section 6 of the Periodic Report Template: [https://ec.europa.eu/research/participants/data/ref/h2020/gm/reporting/h2020-tmpl-periodic-rep\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/gm/reporting/h2020-tmpl-periodic-rep_en.pdf)*

[illegible]

## APPENDIX 8. VISUAL IDENTITY GUIDE

### Introduction

This Visual Identity Guide has been designed to ensure that throughout the 4 years of operation of the MIND STEP project the members of the project consortium can prepare their communication materials in a coherent way. This manual includes the usage rules of the communication elements aimed at promoting the MIND STEP project and acknowledgement of the EU funding.

These visual identity guidelines are in line with the obligations of beneficiaries regarding information and communication and dissemination measures included in Articles 29 and 38 of the Grant Agreement Nr. 817566.

### 1. Compliance with the MIND STEP visual guidelines

#### 1.1. European Union flag and funding acknowledgement

The common branding for all EU-funded actions is the EU flag. In all communication tools and activities, the reference to the funding by the European Union must be clearly indicated. Any dissemination of results (in any form, including electronic) must:

- (a) display the EU flag and
- (b) include the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 817566”.

When displayed together with the project logo, the EU flag must have appropriate prominence.

Rules and downloads for the European Union flag can be found at:

[http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)

#### 1.2. Project logo and visual identity

##### 1.2.1. Project logo

The logo of the project plays a role of utmost significance in creating brand association regarding visual communication.

The visual appearance of the project logo reflects the multitude of the topic that the MIND STEP project investigates.

The project logo must be always included in all communication materials produced. It must be placed in a central and visible top position of the material (in the first/main page).

##### 1.2.2. Protection of the logo integrity

The elements of the logo represent a unit which is defined as invariable. The logo should never be altered in any way. Avoid all of the following when using the Mind-STEP logo:





### 1.2.3. Logo use

#### Standard logo / Full colour version

The standard logo is the full colour version. This version should be used whenever possible.

Ideally the logo should be used on white/light backgrounds.



#### Greyscale logo / Black and white logo / monochrome logo

For single colour reproductions, a greyscale / black and white / monochrome logo version of the logo should be used. These versions should only be used whenever full colour is not available. These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - e.g. stickers – whenever the full-colour version of the logo cannot be applied.



### 1.2.4. Logo size

The minimum usable size of the project logo is 25 mm x 12 mm.

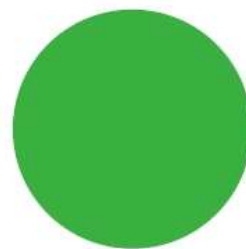
In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, size reduction is exceptionally allowed and accepted.

### 1.2.5. Logo colours

The colours were chosen to create a harmonic system with colours that match each other and fit to the topic of the project.



RGB 184 226 106  
CMYK 36 0 70 0  
#B8E26A



RGB 57 176 64  
CMYK 73 0 93 0  
#39B040



RGB 96 96 96  
CMYK 57 47 46 36  
#606060



RGB 0 112 80  
CMYK 88 31 76 20  
#007050

Pantone: Spot colours. For special printing, the PANTONE colour scale will be used.

CMYK: Process-colour printing, 100 colour gradations per channel. C = cyan, M = magenta, Y = yellow, K = black The CMYK colours code will be used for all printed materials.

Hex: System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.

RGB: Colour sample for monitor display with 256 gradations per channel R = red, G = green, B = blue

On the website and other electronic applications, the RGB colour scale, created through graphic software colour conversion, will be used.



### 1.3. Typography

For the project logo (project name) the typeface Bitter Bold was chosen.

The font can be downloaded here:

<https://www.fontsquirrel.com/fonts/bitter>

<https://www.fontsquirrel.com/fonts/open-sans>

**BITTER BOLD**

Use for headlines.

Open Sans Regular

Use for bodytext.

**HEADING 1**

HEADING 2

Plain text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris egestas aliquam nunc pellentesque mollis. In vel eros lacinia, sodales arcu quis, fringilla velit. Pellentesque urna justo, gravida eget purus suscipit, dapibus tristique elit. Ut efficitur nulla.

NOTE: the reference to the European Union under the flag uses the typeface Arial as described in art 4, §4 of the Commission implementing regulation (EU) No 821/2014. This font must not be changed.

## 2. Application of the Visual Identity

This section provides a series of layouts for different communication materials in line with the visual identity rules mentioned in the previous chapter. The list of examples not being exhaustive, the project visual requirements apply to all communication materials produced at project level in written, online, electronic or audio/visual formats.

The correct implementation of the guidelines will imply a consistent and coherent visual identity for the MIND STEP project.



## 2.1. Project leaflet



## 2.1. Poster

Size: A/0

The generic project poster in a physical form of a roll-up poster provides basic information about the project (project title, partners, contacts), including the financial support from the EU, that is aimed to be used as back-drop for events, presentations.

## 2.2. Website

WP8 leader GEO will update the project website regularly with content provided by partners and designed to attract new visitors during the whole project implementation.

The project website includes:

- information fields with data from the project documentation: project summary, partnership, etc.
- dynamic information: news and events, project results, etc.



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

## 2.3. Newsletter

As for the online newsletter, a layout proposal has been designed.

Newsletters will be issued every 6 months of the project with always updated content. A regular newsletter is a key tool to inform the relevant target audiences about the evolution of the project implemented in the framework of the Horizon 2020 Programme.

The Newsletter can be mailed in electronic format or be published on the website.

Templates for newsletters can vary according to the subject covered, but the cover page will clearly identify the Programme. In the proposed layout, the upper banner and the footer would be constant while the content is variable.



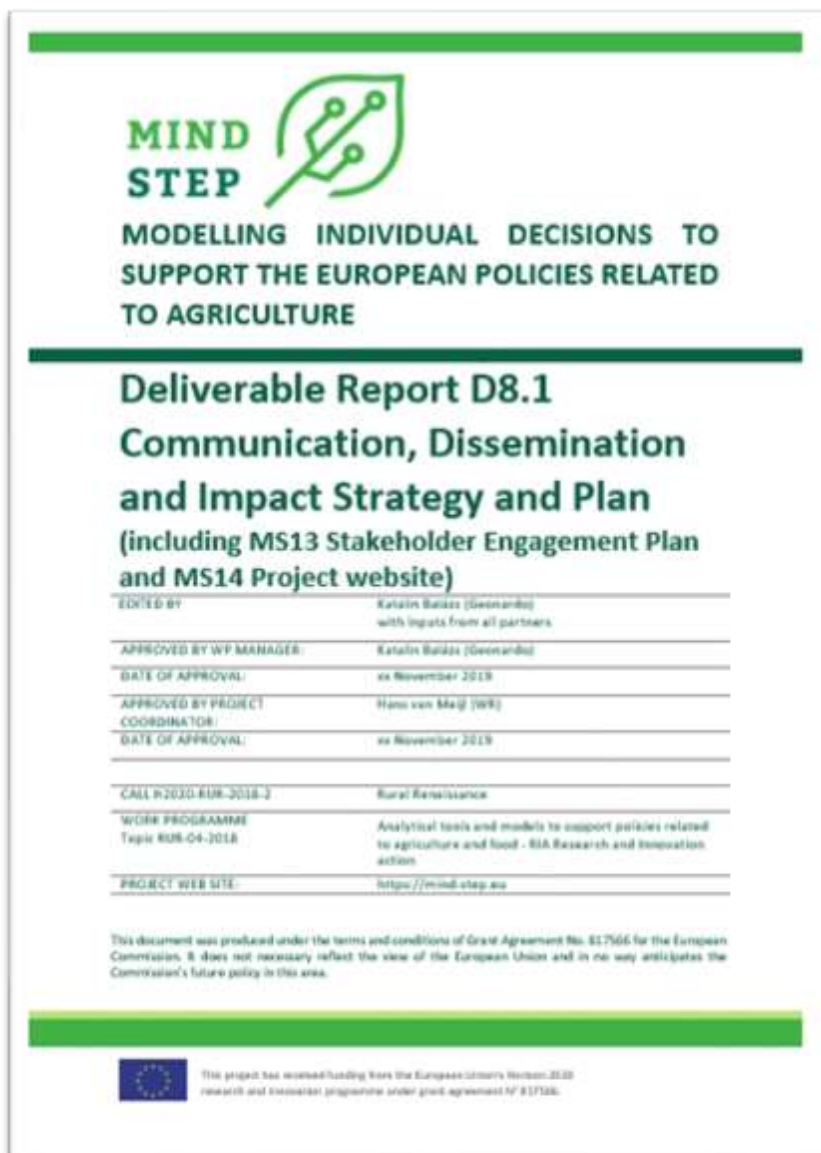
## 2.4. Event materials

The project representatives who organise or participate in events such as conferences, fairs and exhibitions, in connection with the MIND STEP project should display the MIND STEP logo, the EU flag and the funding reference to the Horizon 2020 Programme on all the documents, publications, presentations or other materials made available during the event. Moreover, it is highly recommended to take pictures to document the progress of the project and events.



## 2.5. Document templates

Word document template and Deliverable report template:



**MIND STEP**

**MODELLING INDIVIDUAL DECISIONS TO SUPPORT THE EUROPEAN POLICIES RELATED TO AGRICULTURE**


**Deliverable Report D8.1**

**Communication, Dissemination and Impact Strategy and Plan**

**(including MS13 Stakeholder Engagement Plan and MS14 Project website)**

EDITED BY:	Katalin Borzas (Gecorandis) with inputs from all partners
APPROVED BY WP MANAGER:	Katalin Borzas (Gecorandis)
DATE OF APPROVAL:	xx November 2018
APPROVED BY PROJECT COORDINATOR:	Hans van Meijl (WUR)
DATE OF APPROVAL:	xx November 2018
CALL R2020-RUR-2018-2	Rural Renaissance
WIDE PROGRAMME Topic RUR-04-2018	Analytical tools and models to support policies related to agriculture and food - RIA Research and Innovation action
PROJECT WEB SITE:	<a href="https://mind-step.eu">https://mind-step.eu</a>

This document was produced under the terms and conditions of Grant Agreement No. 817566 for the European Commission. It does not necessarily reflect the view of the European Union and in no way anticipates the Commission's future policy in this area.

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

Excel template:

D8.1 Provisional list of journals & stakeholder press planned to be published in											
Please give here the provisional list of journals and other stakeholder press where you intend to publish about MIND STEP				Who (person in charge)	Which WP (tick with 'x')						
	Publisher	Open access link	Topic		WP1 Strategy	WP2 Data	WP3 ISM	WP4 Supply ch.	WP5 Innovation	WP6 Validation	WP7 ETC
Journal											
Stakeholder press											
International											
National											
Total											

PowerPoint template:



MODELLING INDIVIDUAL DECISIONS  
TO SUPPORT THE EUROPEAN  
POLICIES RELATED TO AGRICULTURE

---

KICK OFF MEETING  
The Hague, The Netherlands  
2-3 October 2019



 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/>



KICK OFF MEETING  
The Hague, The Netherlands  
2-3 October 2019



 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/>



Timeline of the WP: month 1-48 **WP8 Objectives**

General objective:

- To raise awareness, support acceptance, uptake and long-lasting use of the MIND STEP results & model toolbox

Specific objectives:

- O8.1 To coordinate and support the stakeholder engagement
- O8.2 To coordinate and support the dissemination of the project activities and outcomes to the intended target groups and scientific community to maximise visibility
- O8.3 Facilitate outreach and engagement of key actors, and potential users of, and contributors to the MIND STEP Platform
- O8.4 Safeguard the governance and future exploitation of the MIND STEP model toolbox, including an Intellectual Property Rights (IPR) legal framework



**T8.4 Joint DISS activities: social media channels**

Twitter

- Short messages
- Focused on impact
- Lots of EU action

<https://twitter.com/mindstep>



## 2.6. Online communication

The general requirements mentioned in this Visual Identity Guide are applicable to all online communication (such as the website, newsletters, etc.).