

Supplement 2024 ECO-Ready Dissemination and Communication Plan



**Eco
Ready**

**Gerhard Schiefer and Teerna Nayak
proQuantis**



The ECO-READY project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement n° 101084201

Technical References

Project Acronym	ECO-READY
Project Title	Achieving Ecological Resilient Dynamism for the European food system through consumer - driven policies.
Project Coordinator	Czech University of Life Sciences (CZU)
Project Duration	48 months

Deliverable No.	n/a
Dissemination level ¹	PU
Work Package	6
Task	6.1
Lead beneficiary	proQuantis
Contributing beneficiary(ies)	proQuantis and all partners
Due date of deliverable	n/a
Actual submission date	March 2024

¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

V	Date	Beneficiary	Author
1	March 10	proQuantis	G. Schiefer
2	March 13	proQuantis	G. Schiefer
3	March 17	proQuantis	G. Schiefer
4	March 24	proQuantis	G. Schiefer, Teerna Nayak



Summary

The dissemination and communication efforts of the ECO-Ready project have been outlined in the

‘Dissemination, Exploitation, and Communication Plan at EU and National Levels’

published as deliverable 6.1 in April 2023. This plan is still valid apart from the tables about envisaged conference participations which need to be adjusted to new developments.

The initial plan envisaged an annual update for capturing actual developments and providing a view on what has been reached. This report fulfills this need and is considered a supplement to the initial plan. It concentrates primarily on an analysis of partners’ engagements in the past period in meeting the 31 KPIs of the project, provides an outlook in possible future engagements, and contributes to an evaluation of the intensive social media activities initiated for meeting their challenging communication targets. This is complemented by a short view on web developments and envisaged future conference participations and workshop organizations.

There are two groups of KPIs, KPIs which are related to project activities and KPIs which focus on project results including Living Lab initiatives. At this time of the project, partners document primarily dissemination engagements in the first group. Contributions to the second group will be made in due time.

With the detailed publication of partner engagements to meeting the project’s KPIs and serving the project’ social media channels, the report contributes to transparency in the project and makes partners aware of the present situation and needs for future engagements.

March 2024

Disclaimer

This publication has been produced within the ECO-READY project which has been funded by the European Union Horizon Europe Research and Innovation Programme under grant agreement n° 101084201. This publication reflects only the views of the author. The European Commission and Research Executive Agency cannot be held responsible for any use which may be made of the information contained therein.



Table of content

Summary	3
1 Introduction	5
2 Serving the project's KPIs	5
2.1 Overview	5
2.2 Partner engagements	6
2.3 A view into future partner engagements	8
3 Selected dissemination initiatives	8
3.1 Fairs	8
3.2 Conference session (EFFOST)	9
3.3 Conference discussion sessions	9
3.4 Policy panel	9
4 Social media engagement	10
4.1 Overview	10
4.2 Social media analytics	11
5 Website engagements	12
6 Conference/workshop engagement plans	14
Appendix	15
Table A1: Partner dissemination engagements up to February 2024	16
Table A2: KPI engagement development needs	17
Table A3: Partner dissemination engagement details	18
Table A4: Partner engagement in conferences/workshops 2024	22
Table A5: Social media posts	24



1 Introduction

The primary dissemination and communication plan of the ECO-Ready project had been published as deliverable 6.1 in month 5 (April 2023) of project duration. It is accessible on the project web site (<https://www.eco-ready.eu/publications/project-reports>).

It covered the following general issues combined with a first overview on partners' planned activities:

1. Legal basis
 2. Conceptual approach in stakeholder communication
 3. Pathways to impact
 4. Communication and dissemination procedures
 5. Stakeholder audiences and communication matrix
 6. Dissemination and communication channels
 7. Planning and implementation
- Appendix A: Activity plans, timings, and responsibilities
Appendix B: Reflections on possible activities towards project key results

The general issues covered in the dissemination and communication plan are still valid. They will, therefore not be repeated here. This report is a supplement to the initial report which places the focus primarily on 2 aspects:

1. It documents partner's past activities related to the relevant KPIs, summarizes them in a KPI overview table, and outlines needs for future KPI engagements by partners.
2. It documents and discusses the project's social media activities.

These focus areas are complemented by short overviews on (1) selected partner initiatives that could be considered models for future activities, (b) web engagements, and (c) envisaged partner participations in forthcoming events.

Dissemination and communication activities are discussed in the Grant Agreement, part B on pages 17 and 27ff (chapters 2.21 and 2.22). It places responsibility on all partners of the consortium, with a special reference on the observatory platform, the Living Labs, task 6.1 (dissemination), task 6.2 (Committee of Platforms), and the European-wide networks of the project partners IUCN EUROPE, Alternet, Confagricoltura and IFOAM. This report follows this guidance and documents activities of all partners with relevance for the KPIs.

2 Serving the project's KPIs

2.1 Overview

The project's KPIs are covering 10 different areas of communication and interaction with a total of 31 KPIs, some of them with a focus on specific target groups. The areas involve:



- a) Science communication
- b) Technical and policy communication
- c) Training initiatives
- d) Joint events with other groups
- e) Living Lab engagements
- f) Distribution of promotional material
- g) Web appearance
- h) Social media activities
- i) Newsletter publication
- j) Media relationships

In the course of the project, some of the KPIs were further split into easier to measure elements. This refers especially to the KPI “Social media interaction” which was complemented by “Social media reach” and “Social media impressions”.

In addition, partner discussions lead to a few additional indicators, not yet captured in project KPIs (table 1). This list might get extended in the future as new initiatives with dissemination relevance could evolve. The complete list of KPIs and the goals that have been formulated in the project outline are summarized in table 2.

Table 1
Non-KPI dissemination initiatives

Non-KPI dissemination initiatives
Videos on Social Media
Video views
Mention in partner newsletter
Engagement in Social Media working group
Reaching stakeholders through surveys
SM reposting of posts
Impressions of repostings

2.2 Partner engagements

During its first year of operation, the project did not yet have substantial material with relevance for its stakeholders in science, policy, farms, industry or consumers. Efforts concentrated primarily on setting up the communication channels and making groups aware of ECO-Ready objectives and activities. However, all partners engaged already in some dissemination activities which are linked to KPIs as summarized in table A1 in the appendix. The table is based on detailed partner reports that are outlined in table A3 in the appendix.

With the open call for Living Labs as partners in the project (see <https://www.eco-ready.eu/living-labs/overview>) and the selection of Living Labs for inclusion in the project early 2024, the project has concluded its infrastructure for creating material for stakeholder use. The Living Labs are not yet represented in this report but will be included



in the subsequent one. It is expected that most output for dissemination will evolve towards the end of the second year but especially during the third and fourth year.

It is important to realize that the tables with partner engagements do not outline internal project meetings, workshops and webinars but concentrate on outside reach. It is a such not a documentation of the total engagement of partners in the project but only of the partner initiatives that are related to KPIs.

Table 2. KPIs and KPI goals of project ECO-Ready

KPI groups	ECO-Ready KPI	Goal
Science communication	1. Publication in scientific journals	> 12
	2. Presentation in scientific conferences/workshops	> 28
	3. Participation in scientific conferences	> 15
Technology/Policy	4. Technical publications	> 12
	5. Blog contributions	> 10
	6. Position/white papers	> 2
Training	7. Regional webinars for training	> 10
	8. EU webinars for training	> 2
Joint events	9. Participation in joint events with projects, initiatives, data sharing schemes, etc.	> 8
	10. Organization of joint events with projects etc...	> 3
Living Labs	11. Living Lab info days	> 6
	12. Workshops defining exploitation pathways for LLs	> 8
Distribution of promotional material	13. Design of banners	> 5
	14. Design of brochures (also in project languages)	> 3
	15. Distribution printed/digital promotional material	> 5000
Website	16. Project logo	1
	17. Website	1
	18. Posts on website	> 80
	19. Web visitors	> 10.000
	20. Web backlinks	20
Social media	21. Social media channels	> 4
	22. SM audience	> 2000
	23. SM posts	> 80
	24. SM interactions	> 18000
	24a. SM reach	
	24b. SM impressions	
Newsletter	25. E-newsletter, e-campaigns	> 12
	26. E-newsletter subscriptions	> 800
	27. E-newsletter interactions	> 2000
Media communication	28. Press releases	> 8
	29. Interviews radio/TV	> 5
	30. Video interviews	> 6
	31. Views video interviews	> 5000

In addition, if a workshop has been organized with stakeholder groups such as, e.g., the policy panel during the project meeting in Rome, Dec. 4-6, 2023, it is only listed with the organizer and not with project participants to avoid double counting.

It is obvious that most of the KPIs which depend on project results are not yet served but will be in the coming months and years.

2.3 A view into future partner engagements

As far as KPIs have not yet been served sufficiently, the needs for further engagements in serving KPIs is summarized in table A2 in the appendix and related to envisaged proposals for partner contribution. This table is continuously up for discussion and will be updated continuously. It is meant to not lose focus regarding serving the project's KPIs.

For a view on future events that might be relevant for serving KPIs in the coming year, this report lists in addition the events that are already scheduled for 2024 by partners who plan to actively engage, primarily through presentations in conferences or presences at fairs (table A4 in the appendix).

3. Selected dissemination initiatives

In the following pages we will present a few initiatives in different fields which

- demonstrate communication opportunities that have been implemented during the first year and, in addition
- may have a higher impact with stakeholders than can be expressed in a dissemination table as table A1 in the appendix.

These initiatives are examples for demonstration purposes but are not exclusive.

3.1 Fairs



During the first phase of the project various fairs with interest for ECO-Ready took place. Being present at fairs supports the awareness about ECO-Ready among stakeholder groups usually not linked to any project activities. With partner Confagricoltura and to some extent also ENEA, the project includes two partners with close links to the European fair scene. 'Fruit Logistica' in Berlin, 'Anuga' in Cologne, 'Rimini Trade Fair' or 'Ecomondo' in Rimini are just a few fairs that took place with partner engagements during the past year (see <https://www.eco-ready.eu/news-events/past-events>).

➔ With the development of the observatory and its services, the trade fairs could be a very valuable source for reaching customers from industry.

3.2 Conference session (EFFoST)

Partners of ECO-Ready shared project insights at EFFoST2023 International Conference on ‘Sustainable Food and Industry 4.0: Towards the 2030 Agenda’, organized by the European Federation of Food Science and Technology in Valencia, Spain on November 6-8, 2023 (<https://www.effost.org/events/2423605.aspx?t=37th-EFFoST-International-Conference-2023>).

ECO-Ready organized a whole session in the conference which focused on projecting the long-term ecological resilience of European food systems and integrating scenarios with economic modeling.



➔ Covering a whole session in an international conference increases awareness and impact.

3.3 Conference discussion session



During the “International Forum on System Dynamics and Innovation in Food Networks” (simultaneously with the 186th seminar of the EAAE, <http://www.fooddynamics.org>), proQuantis organized an ECO-Ready workshop session on contingency planning. It was organized as a joint session between conference participants and selected European experts from different countries who were linked through online media. The basis for the discussion were two presentations, one by the online experts and one by proQuantis. The interaction between online experts and on-site participants worked very well and the session evolved

into a lively exchange of ideas and comments with online and on-site participants equally engaged. The success of the event was supported by a technology which allowed participants to engage in discussions without leaving their place.

➔ It was agreed that such a combination of discussants could be a model for future workshops.

3.4 Policy panel

During the annual meeting of the ECO-Ready project in Rome (December 4-6, 2023), project partner ENEA as local organizer in cooperation with the project coordinator CZU organized a policy panel within the general meeting. It was set up with many stakeholders from policy and industry on data utilization in policies who participated in person or through online means.

During the panel, different perspectives and discussions emerged, highlighting which issues are progressing toward effective sustainability and which ones remain open. The panel agreed that in order to understand



whether policies are being implemented, sometimes new sets of data and methodologies must be introduced. Effectively, baseline data and forward-looking data collection is necessary to track policies' effectiveness.

➔ Such a stakeholder meeting inside a project meeting improves mutual understanding and could contribute to a better integration of stakeholders with project partners.

4 Social Media engagement

4.1 Overview

The project has placed intensive engagement on the development of its social media communication efforts for assuring reaching the project's KPIs especially regarding interactions. It is also due to the increasing relevance of social media for communication. Social media are a "push" media while websites are "pull" media. For reaching awareness for a new project, one needs to place emphasis on "push" activities. The project's KPIs regarding number of posts (80) and number of interactions (18.000) do not really match for a new project which still has to attract sufficient followers who could place interactions. Having the project's impact in mind, we decided to primarily focus on reaching the KPI on interactions and to adapt the number of posts accordingly to reaching that impact.

For dealing with the algorithms behind the social media channels and especially the LinkedIn channel, the project engagement started in March 2023 with 2 posts per week. Working with social media algorithms is a tricking issue. Frequent posts from an entity and a continuous flow of posts together assure that posts in time gain a prominent position in a possibly very long list of similarly marked posts where the majority might not even appear on recipients' displays. However, if there are too many posts they might be marked as Spam. Knowing from experience, an *intensive* and *continuous* communication engagement with 2 posts per week as generated by the social media team from the very beginning assured that the project increasingly gained higher visibility and is maintaining its position.

The social media action plan followed a 3 phase approach.

In the **first phase**, the posts covered more general themes around climate change, food security, and biodiversity. This was meant to raise the interest in the groups dealing with these subjects. In addition, members of the consortium were presented in individual posts to make the audience aware of the competences in the emerging project.

In the **second phase**, posts increasingly picked up project themes covering objectives, initiatives, and expected results. The various work packages selected the issues they considered most appropriate for early communication to social media users. This was complemented by a few reports from participations in fairs and conferences.



In the **third phase**, posts could increasingly deal with project activities, conference participations, meetings, early results. In this ongoing phase it is a major challenge to keep up the interest of the social media audience until substantial project results can be presented and discussed.

The 3 phases were overlapping with a decreasing engagement in a previous phase and an increasing engagement in a following phase. The approximate timing in phases is outlined in figure 1.

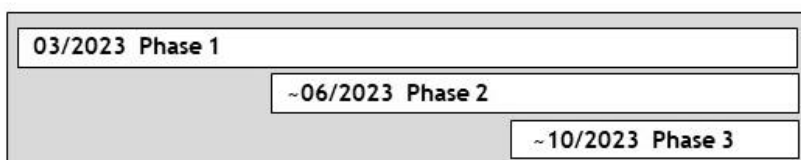


Figure 1. Approximate timing of phases in social media engagements.

The social media posts have been documented and are attached to this report in table A5 in the appendix with their graphical identification. Specific efforts have been placed on including videos into the flow of regular posts which could raise awareness and interest. The social media activities included about 15 videos.

4.2 Social media analytics

These analytics refer to proQuantis' engagement in social media. It does not yet include partners' engagements in social media. Some analytics of partner social media engagements are included in table A1 of the appendix. From the project's point of view regarding reaching social media KPIs, social media activity is on track (table 3). It is obvious that the major communication channel is LinkedIn followed by Instagram. Twitter communication builds on quick and short comments and is less suitable for communication project activities and results.

Table 3
Basic social media analytics until February 2024

	February 2024	March 23-Feb. 24	
Channel	Followers	Interactions	Posts
LinkedIn profile	1035	2153	
LinkedIn page	788	1437	
Facebook page	96	526	
Instagram	175	718	
Twitter (X)	79	227	
Total	2173	5061	84
KPI	2000	18000	80
% of reaching goal	100%	28 %	100%

Having reached a percentage of almost 30% of the KPI formulated for interactions during the first project year where no output of the project could be reported supports the social media policy and will assure that project's interaction KPI can be reached in the following years where social media posts could increasingly report about project achievements.

Additional analytics not directly linked to project KPIs are summarized in table 4. The numbers of impressions and the reach of individual posts are already quite substantial. However, a further increase in impressions and interactions could be reached if more emphasis is placed on reposting by project partners. As can be seen on table A1 in the appendix, there is room for improvement.

Table 4
Supportive social media analytics until February 2024

	Mar 23- Feb 24
Issues of interest	Numbers
Social media posts	84
SM reach	2250/post
SM impressions	21996
SM videos	15
Views on SM videos	446

It might be of interest to understand the background of social media visitors as outlined in figure 2. This summary is from the channel LinkedIn which represents the majority of followers and impressions. However, we consider this distribution among groups not yet as very relevant from a project perspective as the social media posts could not yet communicate real project results. We will see, how project results at later stages of the project will be taken up by stakeholder groups. An analysis at the end of 2024 and still more at the end of 2025 and 2026 will become decisive for project impact analysis. However, it is interesting to note that apart from research, business-oriented visitors represent a major share in interests.

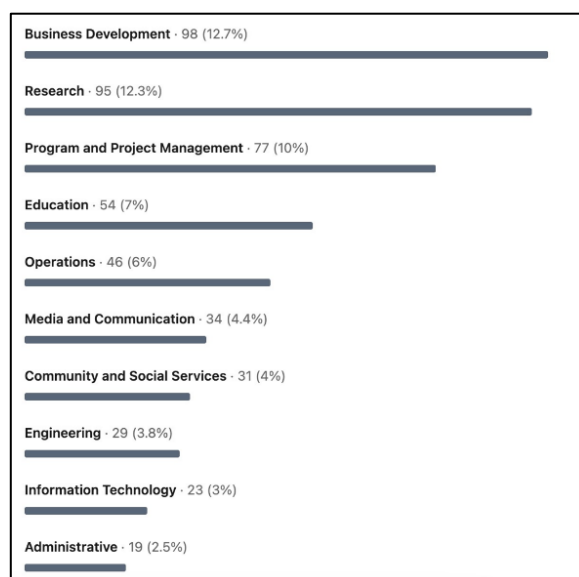


Figure 2. Background of social media interests through LinkedIn.

5 Website engagements

As mentioned above, the Website is a pull media and depends on marketing through other means. At this stage of development, the website does not yet offer any outputs from the project but is confined to providing an overview on its organization, its objectives, its meetings, and conference participations of partners.

Suitable content with value for stakeholders is expected towards the second half of 2024 and especially in 2025 and 2026. As soon as specific stakeholder content is available, the website will integrate on its landing page direct links to specific stakeholder content, similar to the one shown in figure 3 taken from another project website with proQuantis participation as an example.



Figure 3. Stakeholder-focused landing page opportunity

For the initial phases of the project, the intensity of web site visits is outlined in table 5. In the end **we will not count these numbers towards KPIs**, as they are irrelevant regarding project impact. However, they are listed here for providing a rough view on the web site's visibility.

Table 5.
Basic visitor analysis during first year (not counted against KPIs)

Issue	Numbers
Visitors	Avg. 300/month
Visits	Avg. 2000/month

In the coming year we expect first results available in the format of

- a) reports with project results especially from WP1 and available from mid-year,
- b) an IT-based tool from WP5 on the selection of forecasting methodologies from fall of this year, and
- c) videos from Living Lab presentations from fall of this year as well.

This will allow a substantial analysis of individual web page interest and use.

The web site is linked to the project's newsletters through its subscription opportunity and the newsletter documentation. The first newsletter that allows the communication of project results is scheduled for March 2024 with a streaming of about 5.000 recipients and, in addition, approaching major stakeholder groups through partner address databases as outlined in the initial 'communication and dissemination' plan. It was decided to wait for this major communication effort until relevant project results were available for avoiding larger numbers of "unsubscribe" returns and allow a major share of recipients remaining in the database of recipients.

With these and maybe other results available we will analyze in the subsequent report the access of these specific web pages und communication initiatives for understanding impact.

6 Conference/workshop engagement plans

The engagements of partners in conferences or workshops beyond the workshops listed in the Grant agreement evolves over time. Past presentations in conferences were primarily focused on information about the project and early workshop activities. This will slowly change and partners will be able to present results and project outcomes. In 2024 there will be a mix of general project presentations and presentations of early results. In 2025 and 2026 the focus will be on project results including the initiatives related to the 10 Living Labs that join the project in 2024.

Plans of already confirmed participations in conferences as well as the arrangement about an additional ECO-Ready workshop are summarized in Table A4 in the appendix. This is a preliminary list as of today which will be continuously updated in a file accessible in the TEAMS folder of the project.



Appendix

Table A1:	Partner dissemination engagements up to February 2024
Table A2:	KPI engagement development needs
Tables A3-1 to A3-4:	Partner dissemination engagement details
Table A4-1 to A4-2:	Partner engagement in conferences/workshops 2024
Table A5-1 to A510:	Social media posts



Table A1
Partner dissemination engagements up to February 2024

CZU	proQ	White	FSH	Migr os	AUT H	IFVC NS	WR	ENE A	Conf	IFOA M	WU	IUCN	Alter	CUT	UED N	CRA	ECO-Ready KPI	Goal	Actual	Open ***
	1	1			1												1. Publication in scientific journals	> 12	3****	9
1	4	2		1	7		1	2	1				1	2		2	2. Presentation in scientific conferences/workshops	> 28	24	4
																	3. Participation in scientific conferences	> 15		15
							1										4. Technical publications	> 12	1	11
																	5. Blog contributions	> 10		10
																	6. Position/white papers	> 2		2
																	7. Regional webinars for training	> 10		10
																	8. EU webinars for training	> 2		2
1		2							2								9. Participation in joint events with projects, initiatives, data sharing schemes, etc.	> 8	5	3
								1	4								10. Organization of joint events with projects etc...	> 3	5	0
					X												11. Living Lab info days	> 6		
																	12. Workshops defining exploitation pathways for LLs	> 8		8
	1																13. Design of banners	> 5	1	4
	1																14. Design of brochures (also in project languages)	> 3	1	2
	100								500								15. Distribution printed/digital promotional material	> 5000	600	4400
1																	16. Project logo	1	1	0
	1																17. Website	1	1	0
	X*	1						2		1							18. Posts on website	> 80	X*	
	300/m**																19. Web visitors	> 10.000	2700**	7300
	27																20. Web backlinks	20	27	0
	5																21. Social media channels	> 4	5	0
	2173																22. SM audience	> 2000	2173	
7	84	12		1		1		2	2	4	(7)		3			X	23. SM posts	> 80	116	0
	5061																24. SM interactions	> 18000	5061	
181	2250/p																24a. SM reach		2250/p	
8113	21996*					116			3400	4352			290				24b. SM impressions		38151	
																	25. E-newsletter, e-campaigns	> 12		12
																	26. E-newsletter subscriptions	> 800		800
																	27. E-newsletter interactions	> 2000		2000
									2								28. Press releases	> 8	2	6
																	29. Interviews radio/TV	> 5		5
																	30. Video interviews	> 6		6
																	31. Views video interviews	> 5000		5000
																	Non-KPI dissemination initiatives			
	15																40. Videos on SM		15	
	446																41. Video views		446	
		1								1						1	42. Mention in partner newsletter		2	
X	X	X	X		X			X			X	X				X	43. Engagement in Social Media working group			
		3000				3											44. Reaching stakeholders through surveys		3000	
	58					4				5		2					45. SM reposting of posts		69	
						2265											46. Impressions of repostings			

Comments: * ~50 Copies of SM posts on project activities (in preparation); ** not counted against KPIs, just for visibility; *** still to be dealt with; **** in actual preparation

Table A2
KPI engagement development needs.

ECO-Ready KPI	Goal	Actual	Open***	How to proceed
1. Publication in scientific journals	> 12	3	9	All
2. Presentation in scientific conferences/workshops	> 28	24	4	All
3. Participation in scientific conferences	> 15		15	All
4. Technical publications	> 12	1	11	By Obs* + partner, proQ
5. Blog contributions	> 10		10	
6. Position/white papers	> 2		2	By IUCN
7. Regional webinars for training	> 10		10	By Obs+partner
8. EU webinars for training	> 2		2	By Obs+partner
9. Participation in joint events with projects, initiatives, data sharing schemes, etc.	> 8	5	3	All
10. Participation in joint events with projects, initiatives, data sharing schemes, etc.	> 8	5	3	All
11. Living Lab info days	> 6			By FSH, LLs**
12. Workshops defining exploitation pathways for LLs	> 8		8	By LL + FSH + All
13. Design of banners	> 5	1	4	By LL(1), by Obs (1)
14. Design of brochures (also in project languages)	> 3	1	2	By LL (1), by Obs (1)
15. Distribution printed/digital promotional material	> 5000	600	4400	All
16. Project logo	1	1	0	
17. Website	1	1	0	
18. Posts on website	> 80	X		All
19. Web visitors	> 10.000	2.700****	7300	
20. Web backlinks	20	27	0	
21. Social media channels	> 4	5	0	
22. SM audience	> 2000	2173	0	
23. SM posts	> 80	116	0	
24. SM interactions	> 18000	5061		proQ
24a. SM reach		2250/p		proQ
24b. SM impressions		38151		proQ
25. E-newsletter, e-campaigns	> 12	1	11	proQ
26. E-newsletter subscriptions	> 800		800	proQ, All
27. E-newsletter interactions	> 2000		2000	
28. Press releases	> 8	2	6	By CZU, All
29. Interviews radio/TV	> 5		5	By CZU, Obs
30. Video interviews	> 6		6	By CZU, Obs
31. Views video interviews	>5000		5000	proQ: Website, Youtube
Non-KPI dissemination initiatives				
40. Videos on SM		15		
41. Video views		446		
42. Mention in partner newsletter		2		
43. Engagement in Social Media working group				
44. Reaching stakeholders through surveys		3000		
45. SM reposting of posts		69		
46. Impressions of repostings				

Comments: *Obs: Observatory, **LL: Living Labs; *** Need for serving the KPIs; **** Not counted against KPIs

Table A3-1
Partner dissemination engagement details

Partner	KPI	Count	Activity	Location	Date	Target group (TG)	No. TG impressions	No. TG reach	More (link)
01 CZU	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		
01 CZU	10	1	Participation in Food 2030 Networking event	Brussels, BE	Dec. 4, 2023	Other Projects	60		
01 CZU	21		Linkedin activity						
01 CZU	22	X	Number of Likes from EcoReady posts					181	
01 CZU	23	7	EcoReady related posts on LinkedIn			All stakeholders			
01 CZU	24	X	Number of impressions from EcoReady posts				8113		
01 CZU	43	X	Engagement in SM working group						
02 proQ	2	1	18th Intern. Forum on Innovation and System Dynamics in Food Networks (186th EAAE seminar), 2 sessions presentations/discussions	Garmisch, Germany (www.fooddynamics.org)	Feb 12-16, 2024	Science (food)	100	100	P1, P2
02 proQ	2	1	dito						
02 proQ	2	1	5th Global Food Security Conference (Poster on Edco-Ready task))	Leuven, BE	Apr 09-12, 2024	Science (food)			
02 proQ	13	1	Design of banner						
02 proQ	14	1	Design of brochure						
02 proQ	17	1	Creation of website	www.eco-ready.eu	May 31, 2023	All stakeholders			
02 proQ	19	X	Visitors of website			All stakeholders	~ 10.000		
02 proQ	20	27	Backlinks to website						
02 proQ	21	4	Channels: LinkedIn, Facebook, Instagram, X (Twitter)			All stakeholders			
02 proQ	22	X	SM post reach						
02 proQ	23	90	Eco-Ready posts			All stakeholders			
02 proQ	24	X	SM posts impressions						
02 proQ	43	X	Coordination of SM working group			Project partner			
03 White	1	1	Journal tbd, Survey about consumer needs, interests etc.			Science			
03 White	2	1	Conference paper based on EU-wide survey: , EUROMA 2024		Jan 16, 2024	Science (agric.)			W1
03 White	2	1	Abstract CROPDIVA International Symposium	Ghent, BE	Dec 4-6, 2023	Science			W2
03 White	10	1	Participation in Food 2030 Networking event	Brussels, BE	Dec. 4, 2023	Other Projects	60		
03 White	10	1	Member Sustainable Food Systems Network	Europe					
03 White	18	1	Article on ECO-READY and WHITE's role on White Research website				2.500/m		
03 White	23	12	LinkedIn posts about ECO-Ready form White account			All stakeholders	800		
03 White	40	1	Article on ECO-READY's progress (2023) in WHITE's newsletter				1000		
03 White	41	X	Engagement in social media working group	Online	concurrent	project partners			
03 White	42	X	Survey about consumer needs, interests etc.	Europe		Consumers	3000		
05 Migros	2	1	Project meeting StopMedWaste	Acona, IT https://stopmedwaste.net	Jan 24-25, 2024	Science			
05 Migros	23	1	Post on LL open call						



The ECO-READY project has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement n° 101084201

Table A3-2
Partner dissemination engagement details (continued)

Partner	KPI	Count	Activity	Location	Date	Target group (TG)	No. TG impressions	No. TG reach	More (link)
06 AUTH	1	1	Paper: Employing Source Code Quality Analytics for Enriching Code Snippets Data	Data Journal 8(9)	Aug 23, 2023	Software/data Engineers			A1
06 AUTH	2	1	18th International Conference on Software Technologies (ICSOFT 2023)	Rome, IT	Jul, 2023	Software/data Engineers			A2, A3
06 AUTH	2	1	dito						
06 AUTH	2	1	20th International Conference on Mining Software Repositories (MSR 2023)	Online	May, 2023	Software/data Engineers			
06 AUTH	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		A4
06 AUTH	2	1	1st CROPDIVA International Symposium - Agrobiodiversity along the value chain	Ghent, BE	Dec. 4-6, 2023	Science			A5
06 AUTH	2	1	Graduate course on Agricultural Policy at the CIHEAM	Chania, GR	Jun 16, 2023	Science, students			A6
06 AUTH	2	1	Seminar for post-graduate students of Agricultural School, Aristotle University of Thessaloniki (AUTH)	Thessaloniki, GR	Jan 10, 2024	Science, students			
06 AUTH	9	1	Open call for Living Labs - Multiplier info day	Thessaloniki, GR	Jan 23, 2023	Science, industry, farms, society			
08 WR	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		
08 WR	4	1	Report on Magnet-LCA linkages	Europe		Science			
09 ENEA	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		E1
09 ENEA	2	1	Intern. Conference "Centennial Celebration and Congress of the International Union of Soil Sciences	Florence, IT	Mar 19-21, 2024	Science and industry			E2
09 ENEA	11	1	ECO-READY Annual Meeting & ENEA scoping group with external European policy actors	Rome, IT	Dec. 6, 2023	Project partners, policy			
09 ENEA	18	1	Post on two ENEA websites (Biotechnology, Sustainability) on ECO-Ready annual meeting			General public			
09 ENEA	23	1	ECO-Ready annual meeting (Italian), 2 channels ENEA SM	Italy	Dec 7, 2023	General public			
09 ENEA	23	1	ECO-Ready annual meeting (English), 3 channels ENEA SM	Europe	Dec 11, 2023	General public			
10 Conf	2	1	ECPA2023, European Conference on Precision Agriculture	Bologna, IT	Jul 05, 2023	Science, engineers	40		
10 Conf	10	1	NFTP meeting	Vienna, AT	Nov 14, 2023	EU Food insutry managers	15		
10 Conf	10	1	Workshop Copa Cogeca	Brussels, BE	Sep 19, 2023	Farmers, ag.-managers	25		
10 Conf	11	1	EIIS European Institute of Innovation for Sustainability	Rome, IT	Apr 22, 2023	General public	80		
10 Conf	11	1	Rimini fair	Rimini, IT	Aug 23, 2023	General public	100		
10 Conf	11	1	CIBUS Tec, fair on Food and Beverage Technology	Parma, IT	Oct 27-30, 2023	Science, industry, farms, socie	80		
10 Conf	11	1	CIBUS Tec, fair on Food and Beverage Technology	Parma, IT	March 29, 2023	Farmers, producers	80		

Table A3-3
Partner dissemination engagement details (continued)

Partner	KPI	Count	Activity	Location	Date	Target group (TG)	No. TG impressions	No. TG reach	More (link)
10 Conf	15	500	Distribution printed material at 5 fairs/conferences	Parma, Rome, Bologna, Rimini	Mar to Oct 2023	Farmers, producers	500		
10 Conf	28	1	Article in Mondo Agricolo	Italy	Dec 2023	Farmers	> 150.000		C1
10 Conf	28	1	Article in Mondo Agricolo	Italy	Mar 2023	Farmers	> 150.000		
10 Conf	23/24	1	SM Post ECO-Ready annual meeting, 3 channels	Italy		Followers	>400		C2
10 Conf	23/24	1	SM Post Confagricoltura research, 3 channels	Italy			>3000		C3
11 IFOAM	18	1	Eco-Ready on IFOAM website	Europe	Apr 25, 2023	Farmers, producers, advisors		65	I1
11 IFOAM	23	4	Project posts incl. ECO-Ready, 2-3 channels	Europe	Jul/Aug/Sep/Dec 2023	Farmers, producers, advisors	4352		
11 IFOAM	40	1	IFOAM newsletter	Europe	May 31, 2023	Farmers, producers, advisors	740		I2
11 IFOAM	43	5	Reposts on ECO-Ready/IFOAM partnership and on open call LLs	Europe		Science	1516		
12 WU	23	7	Post drafts for ECO-Ready project	Europe		General public			
12 WU	41	1	ECO-Ready SM group, following interactions and repostings						
13 IUCN	43	2	ECO-Ready reposts	Europe	May/Jun 2023	General public			
14 Alter	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		
14 Alter	23/24	1	Post on Living Lab call	Europe	Aug 15, 2023	Community groups	250		
14 Alter	23/24	1	Post on Living Lab call	Europe	May 15, 2023	Community groups	20		
14 Alter	23/24	1	Post on Living Lab evaluation	Europe	May 20, 2023	Experts	20		
15 CUT	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		CU1
15 CUT	2	1	Intern. Conference "Centennial Celebration and Congress of the International Union of Soil Sciences	Florence, IT	Mar 19-21, 2024	Science and industry			CU2
16 UEDIN	11	X	ECO-READY Annual Meeting & ENEA scoping group with external European policy actors	Rome, IT	Dec. 6, 2023	Project partners, policy			
17 CRA	2	1	37th EFFoST International Conference 2023 - Sustainable Food and Industry 4.0: Towards the 2030 Agenda	Valencia, ES	Nov 6-8, 2023	Science (food)	40		
17 CRA	2	1	28th Conference of The Chartered Institute of Logistics and Transport (UK)	Dublin	Sep 4-6, 2024	Science, industry			
17 CRA	23		Post drafts for ECO-Ready project	Europe		General public			
17 CRA	41	1	ECO-Ready SM group, following interactions and repostings	Europe					

Table A3-4
Comments on partner dissemination engagements

P1:	Session title: Forecasting for food security - a framework for model selection based on interaction with ChatGPT(Müller/Schiefer) P2								
P2:	Session title: An operational framework for contingency planning in food security (Sanchez/Schiefer)								
W1:	Anastasiadis et al.								
W2:	Title: Agrobiodiversity along the value chain								
A1:	https://doi.org/10.3390/data8090140								
A2:	Title: : Towards Interpretable Monitoring and Assignment of Jira Issues								
A3:	Title: Towards Readability-aware Recommendations of Source Code Snippets								
A4:	Title: EU citizens' response to food security and climate change (Mattas et al.)								
A5:	Title: Recording consumers' awareness and attitudes towards a more diverse agro-food system (Mattas)								
A6:	Title: ECO-Ready's crucial role in agro-food and environmental policies (Mattas)								
E1:	Title: Do the existing EU policies effectively integrate scientific data to promote a transition towards resilience in Climate Change, Biodiversity, and Food Security?								
	Authors: Di Gregorio L.*, Latini A., Stefanova M., Bunnefeld N., Nikoloudakis N., Ó Cuanacháin D., Marino F., Rossi D., Toth K., Dettenhofer M., Manikas I. and Bevivino A.								
E2:	Title: Towards a resilient Agriculture: unifying efforts in EU Soil Policy Frameworks by Di Gregorio L.*, Nolfi L., Notarfonso M., Latini A., Bunnefeld N., Nikoloudakis N., Rossi D., Dettenhofer M., Manikas I. and Bevivino A.								
C1:	https://www.yumpu.com/it/document/read/68578701/mondo-agricolo-dicembre-2023								
C2:	https://www.instagram.com/p/C0hrIF8sZ30/?igsh=MWtyaXJoMnljbzE3cw%3D%3D								
C3:	https://www.instagram.com/p/CwVFabTtJ7x/?igsh=MXRvdzE1YTdtZDEyNw%3D%3D&img_index=7								
I1:	https://www.organicseurope.bio/news/eco-ready-developing-a-european-observatory-for-short-and-long-term-food-and-agriculture-resilience-strategies/								
I2:	https://www.organicseurope.bio/content/uploads/2023/05/PDF_ifoameu_comm_newsletter_202305.pdf?dd								
CU1:	Title: Do the existing EU policies effectively integrate scientific data to promote a transition towards the resilience of Biodiversity and Food Security against Climate Change? The ECO-READY Project analysis								
	Authors: Di Gregorio L., Latini A., Stefanova M., Bunnefeld N., Nikoloudakis N., Ó Cuanacháin D., Oberc B., Marino F., Rossi D., Toth K., Dettenhofer M. and Bevivino A. (2023)								
CU2:	Title: Towards a resilient Agriculture: unifying efforts in EU Soil Policy Frameworks. International conference "100 years of Soil Science, Past Achievement and Future Challenges								
	Authors: Di Gregorio L., Nolfi L., Notarfonso M., Latini A., Bunnefeld N., Nikoloudakis N., Rossi D., Dettenhofer M., Manikas I. and Bevivino A. (2024).								

Table A4-1
Partner engagement in conferences/workshops 2024

Name of the event	Dates	Location	Website of event	Partner involved	Organizing group	Typology of participants
GFFA 2024: 16th Global Forum for Food and Agriculture	17-20 Jan 24	Berlin		open	Federal Ministry of Food and Agric. Germany	Food leaders, policy
Fruit Logistica	7-9 Feb 24	Berlin		Confagricoltura	Messe-Berlin	Food industry
18th Intern. European Forum on Innovation and System Dynamics in Food Networks (Igls Forum and EAAE seminar)	12-16 Feb 24	Garmisch-P.		proQuantis	Centma, Univ. Bonn	scientists
Conference 'Drafting CAP Strategic Plans: Challenges and Opportunities'	23. Feb 24	Ghent			BE Presidency ECouncil	Policy
FST2024, Global Summit on Food Science and Technology	4-6 Mar 24	Rome		proQuantis	Agripace (Europe)	scientists, industry, policy
Anuga FoodTec 2024	19-22 Mar 24	Cologne		Confagricoltura (proQuantis)	Kölnmesse	Food industry
IPSERA Conference 2024	24 - 27 Mar 24	Rio de janeiro		Cranfield	IPSERA	Academic, industry
5th Global Food Security Conference	9-12 Apr 24	Leuven		proQuantis, IFOAM	WUR/KU Leuven	scientists, industry, policy
NOFOMA Conference 2024	14-16 Jun 24	Stockholm		Cranfield	NOFOMA	Academic, industry
IFAMA Food and Agribusiness Mgmt Association	17-20 Jun 24	Almeria		proQuantis	IFAMA Assoc.	Scientists, industry
HSC Hamburg Sustainability Conference	20-21 Jun 24	Hamburg		open (upon invitation)	BMZ Germany, UNDP, more	Decision makers , policy
EurOMA Conference 2024	1-4 Jul 24	Barcelona		Cranfield	EurOMA	Academic, industry
Sustainable Foods Summit	04-05 Jul 24	Amsterdam		open	evovia intelligence	Industry, Science, policy
LRN Conference 2024	4 - 6 Sep 24	Dublin		Cranfield	CILT UK	Academic, industry
14th LCA Food Intern. Conference	08-12 Sep 24	Barcelona		WU	LC net, IRTA	Science
EAAE Seminar on "Reorienting Agri-food chains to hinder climate change and food security threats"	12-13 Sep 24	Chania		An ECO-READY special session to be planned	European Association of Agricultural Economists (EAAE)	Scientists, industry



Table A4-2
Partner engagement in conferences/workshops 2024

Name of the event	Dates	Location	Web address	Partner involved	Organizing group	Typology of participants	Approx. no. participants	Title of presentations (if any)
Co-creation workshop to identify the high level requirements for the ECO-READY observatory	March 2024	Virtual		WHITE, AUTH, WR & WP4 partners	WHITE	Stakeholder groups (farmers, policy makers, civil society, academics, researchers)	25-30	brief presentation of ECO-READY & breakout room discussions on mock-ups and UR related topics



Table A5-1
Social media posts



Table A5-2
Social media posts (continued)



Table A5-3
Social media posts (continued)



Table A5-4
Social media posts (continued)

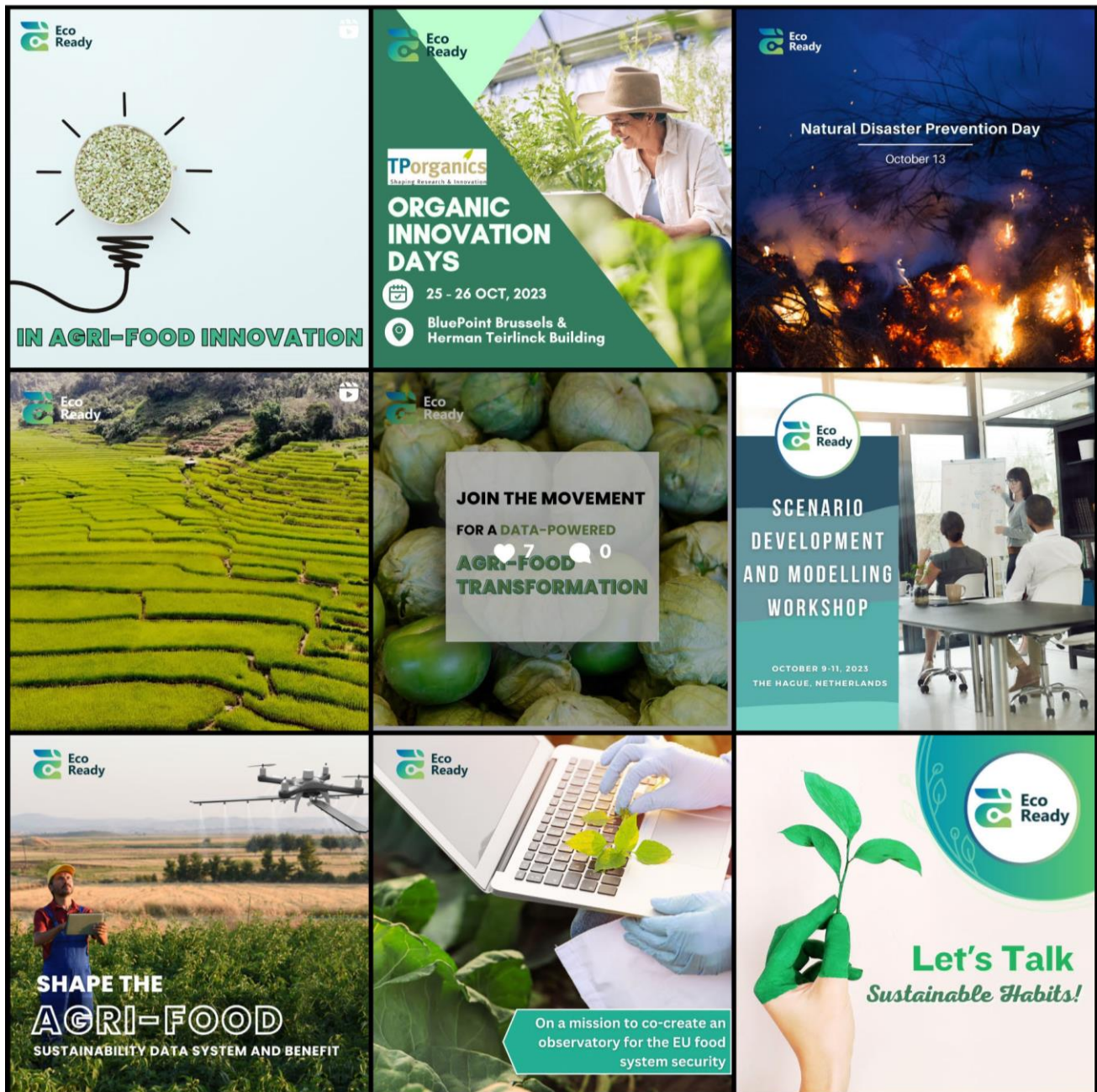


Table A5-5
Social media posts (continued)

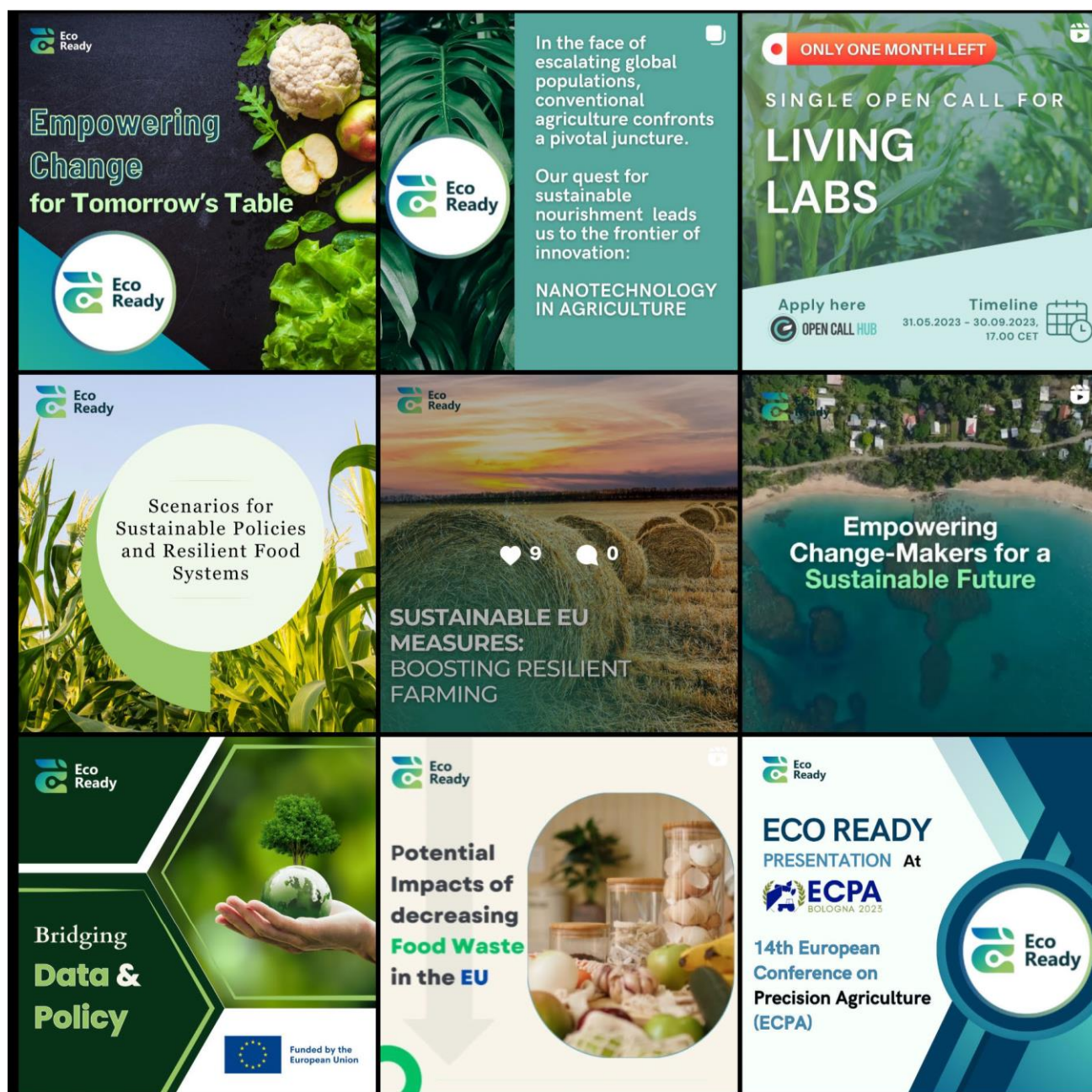


Table A5-6
Social media posts (continued)



Table A5-7
Social media posts (continued)



Table A5-8
Social media posts (continued)



Table A5-9
Social media posts (continued)

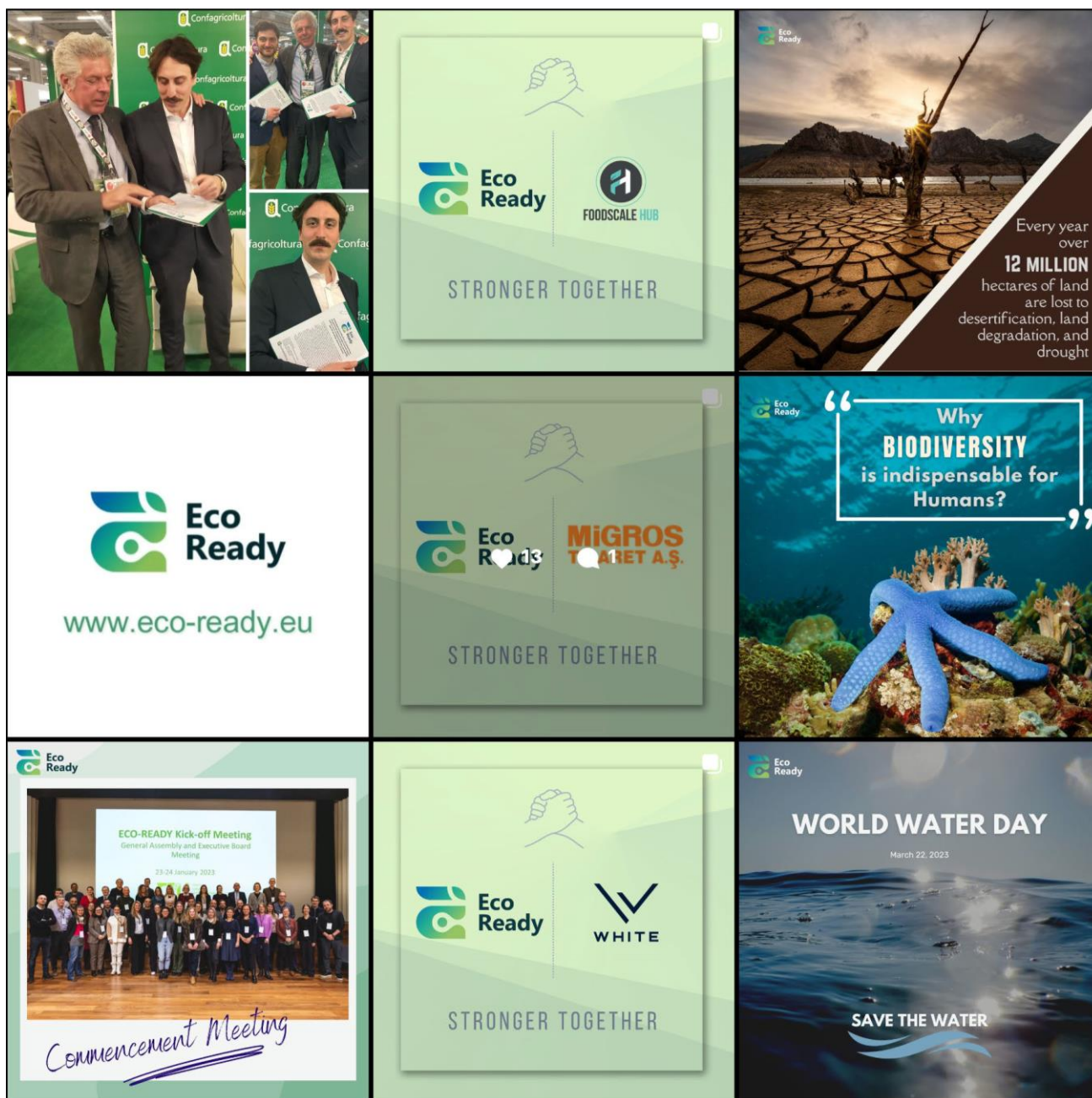


Table A5-10
Social media posts (continued)

