

# **Dissemination, Exploitation, and Communication Plan at EU and National Levels**



**Eco  
Ready**

**Oscar Sanchez Gonzales and Gerhard Schiefer  
proQuantis**



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# 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.	6.1
Dissemination level <sup>1</sup>	PU
Work Package	6
Task	6.1
Lead beneficiary	proQuantis
Contributing beneficiary(ies)	All project partners
Due date of deliverable	M6
Actual submission date	M6

<sup>1</sup> 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

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## Summary

The ECO-READY project is to a large extent an information and communication project. Its ultimate goal is to organize a policy hub and an observatory which together offer information and support for policy, farms, enterprises, consumers and the society on assuring food security in times of change, not the least through changes in climate developments.

Dissemination of project results and communication of the project with stakeholders is preparing the way for a *policy hub* and an *observatory* to be recognized as information and service providers upon completion of the project and, in turn, reaching the impact the project aims for. Dissemination and communication activities are, therefore, a crucial element in reaching the **project's success**. **All partners are engaged in preparing** their project results for dissemination, in using their contacts and networks for information about the project, and in creating awareness about the project and its objectives in the stakeholder events they are participating in.

**The project's task** for dissemination, exploitation and communication is preparing and managing the dissemination and communication channels of the project including web presence, social media and e-mail stakeholder databases. In addition, partners use their own national or international communication channels to make as many stakeholders as possible aware of the project, its objectives, and results.

**This document, the “Dissemination, Exploitation and Communication Plan” is meant to provide a** guidance for the project and its partners about the organization of dissemination, exploitation, and communication activities (DEC activities) in the project as seen at month 6 of the project. As needs and opportunities for DEC activities will change over time in line with project developments, experiences gained in communication, feedback from stakeholders, increases in partner **competences in the project's focus, and changes in the project environment, the DEC plan is** embedded in a dynamic development process. This will be captured in a regular update of the **plan's online version and the publication of an updated version at least once per year.**

The document has four major parts each one divided into different chapters and subchapters. Based on an outline of our conceptual approach in dealing with DEC activities (chapter 2), the document **utilizes an approach developed by the EU and discusses “Pathways to impact” by linking project** results to impact categories and proposals for approaching different stakeholder groups through dissemination and communication activities (chapter 3). This part builds very much on outlines in the project overview **and is primarily meant to reinforce awareness of the project's dissemination** and communication needs and opportunities among project partners. Procedures on how to deal with project outcomes, some guidance on how to approach stakeholders, and an overview on the **organization of the project's dissemination and communication channels are summarized in** chapters 4-6. The concluding chapter 7 discusses actual plans for dissemination and communication as known and prepared for implementation at this initial time of project implementation.

## 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.



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# Introductory comment

ECO-READY is a new European initiative working on assuring food security in times **of change under the heading “Achieving Ecological Resilient Dynamism for the European food system through consumer-driven policies, socio-ecological challenges, biodiversity, data-driven policy, sustainable futures”**.

The project is organized as a 4 year project which started in December 2022 with 18 partners from **11 European countries**. This **“Dissemination, Exploitation, and Communication Plan”** (referred to in the document as **“DEC plan”**) provides the basis for the organization and management of the project’s dissemination and communication channels and activities. It builds on project documents including the Grant agreement and the Consortium Agreement, on EU elaborations regarding **projects’ pathways to impact, on dissemination and communication plans of project partners as of month 6 of the project, and on elaborations of the project’s communication team established by partner proQuantis within task 6.1 of the project**.

The **“Dissemination, Exploitation and Communication Plan”** is a dynamic document which will be updated on a regular basis with an updated version published at least once per year. While this first version of the plan concentrates on procedures, the organization of dissemination and communication channels, and first summaries of **partners’ dissemination and communication plans, the subsequent plans will primarily concentrate on the planning, monitoring and evaluation of dissemination and communication activities**.

A key challenge for the project will be to reach out to stakeholders to raise awareness on existing opportunities and to present and discuss the tools developed within the project. Part of this will be achieved through the involvement of Living Labs which will enter the project after its first year. Almost all work packages of the project will be engaged in exchange with the Living Labs in a.o. data collection, modelling, and evaluation of policy proposals. These exchanges will be included in **later versions of the “Dissemination, Exploitation, and Communication Plan”**.



# 1 Legal basis

Dissemination in the ECO-READY project is governed by Articles 16 and 17 and Annex 5 of the Grant Agreement and by Article 8 of the Consortium Agreement. This section will outline the procedures for Dissemination and Communication as presented in these articles but will also add specific information relating to the ECO-READY consortium activities.

## 1.1 Obligations for dissemination

According to Article 17 of the Grant Agreement, each partner of the ECO-READY project is obliged to disseminate the results of the action, as quickly as possible after generation and in a publicly available format, subject to any restrictions due to the protection of intellectual property rights, confidentiality, data protection obligations, and legitimate interests of the owners of the results. A partner that intends to disseminate its results must give at least 15 days advance notice to the other partners, together with sufficient information on the results it will disseminate. Any other partner may object within 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

Regarding open access, Annex 5 to article 17 of the Grant Agreement requests project partners to ensure free of charge online access to all peer-reviewed scientific publications relating to the project results and research data generated within the project. They must ensure that at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications. Metadata of deposited publications must be open under a Creative Commons Public Domain in line with the FAIR principles unless stated otherwise in the Data Management Plan.

For detailed information on the rules related to open access, partners should refer to the Grant Agreement and the Data Management Plan.

## 1.2 EC acknowledgement

In line with Article 17.2 of the Grant Agreement, all communication activity (including in electronic form) related to project actions, all dissemination activities and any infrastructure, equipment, supplies or major results funded by the grant must acknowledge European support

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

and display the European emblem and funding statement (translated in national languages where appropriate):



Further variations are listed in the Grant Agreement. When displayed with another logo, the EU emblem must have similar prominence.

In any publication in a communication and dissemination activity, the text must clearly state in the introduction that its content reflects the views of the author(s), and that neither the European Commission, nor any Research Executive Agency are responsible for any use that may be made of the information contained in the publication:

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## 2 Conceptual approach in stakeholder communication

### 2.1 Overview

The ECO-READY project has been designed since its beginning as a co-creation endeavour among the consortium partners and the society. Resiliency drivers and risks in the agri-food value chain throughout Europe will be collaboratively defined and solutions to improve them will be jointly elaborated.

Most project activities are closely related with dissemination, exploitation, and communication, giving the variety of stakeholders not just a passive role of providing information or receiving it; but, having them as main contributors to the project. This is captured in the project overview as



*“...Substantial impact will be achieved via its ongoing dialogue with society (consumers) by implementing a co-creation approach with the co-definition of problems and the co-development of solutions, with the involvement of policy makers, the consumers, and stakeholders from the agri-food value chain, from the **initial stages of the project...**”*

Dissemination as *“... disclosure of the results by appropriate means...”*, communication as *“... to reach out to society and show ... the use and the benefits the project...”*, and exploitation as *“... the use of results in further research and innovation activities...”* **are decisive means for linking up with stakeholders and, in turn, have a decisive role in reaching the project’s objectives<sup>1</sup>.**

All work packages are engaged in activities that involve stakeholders contact, either through dissemination or through communication activities. The intentions outlined in the project overview will gradually enter into concrete plans and be documented in later versions of this plan. A summary of intentions linked to the work packages:

1. Work Package 1: Connecting data about food system resilience with European policy making processes will involve the deployment of an Eclipse Scoping Group and Participatory Trend Mapping to bring together variety of relevant stakeholders for co-defining and co-creating this task.
2. Work Package 2: Focus groups, interviews, awareness raising campaigns, training workshops, consumer behaviour analysis and surveys are devoted to integrating key stakeholders as potential users and customers for the Observatory.
3. Work Package 3: A **“user-centered open innovation ecosystems” approach**, ensures the integration of research and innovation activities on real life communities and settings (farmers, policy makers, scientists, social stakeholders, the agri-food industry and other stakeholders).
4. Work Package 4: In the development of an observatory, stakeholders will be engaged in discussions for co-creating solutions and proposals for improving resilience. They will have access to advanced information models with the ability to do complex simulations for the evaluation of climate and consumer behaviour and its effects on the resilience of the entire value chain of food.
5. Work Package 5: Policy recommendations, contingency plans, and resilience strategies are directly linked for use by stakeholders.
6. Work Package 6: Co-creation has a major role throughout the constitution of a committee of platforms which will support the co-creation of data services focusing on sustainability data ensuring stable long-term customer relationships involving frequent exchange of data and knowledge.

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<sup>1</sup> European Commission’s webinar on the Communication, Dissemination and Exploitation activities in the frame of the Hoizon Europe initiative. <https://youtu.be/gyXIYDkXQ2E>



## 2.2 ‘Shaking stakeholders’ for exploitation of results

‘*Shaking Stakeholders for Sustainability*’<sup>2</sup> as mentioned in the project overview for Work Package 6 is a conceptual approach for stakeholder management. It was developed to potentiate the impact of organizations on stakeholders’ behaviour towards sustainability in contrast to the prevailing view where stakeholders create impact on the organization.

The project intends to embrace ‘*Shaking Stakeholders*’ as an important part of the exploitation strategy. This is a challenging process and further developed in chapter 3. It builds on the identification of links between **the project’s KEY Exploitable Results (KER)**, the *Unique Value Propositions*, and the relevant *target audiences*.

One of the objectives for the *Dissemination, Exploitation and Communication Plan* **is to create awareness about these KERs and to assure that the project’s monitoring** of communication, dissemination and exploitation activities of partners will be appropriately linked to these KERs. Table 2.1 shows the KERs for ECO-READY, their audiences and the unique value proposition for them.

Table 2.1  
Value proposition for key exploitable results and targeted users

Key Exploitable Results (KER)	Unique Value Propositions (UVP)	Target Users
KER1: Observatory as a focus institution on assuring food security in times of change	Concentration of responsibility	Policy makers, Agrifood Industry, Scientists, and Society
KER2: Scenario specifications with adaptation paths (efforts and time frame) through Living Lab experiments	Moving away from speculation to “hard facts”	Policy makers, Scientists
KER3: Monitoring and foresight framework and its continuous operation through the observatory	Providing transparency on expected futures	Policy makers, Scientists
KER4: Continuous advice on avoiding/reducing possible shocks and modelling framework for continuation.	Being prepared for dealing with shocks and avoiding them	Policy makers
KER5: The contingency plans and the contingency planning framework for continuous updates of plans	Being prepared for dealing with threats to food security	Policy makers, Industry
KER6: Policy recommendations on assuring food security and their continuous update through a policy Hub	Policy advice and recommendations fully adapted to the key EU policy processes, on an ongoing basis	Policy makers
KER7: Resilience strategies by combining scenario adaptation paths and policy guidance towards preferred scenarios	Reliable guidance of the primary sector into the future	Policy makers

Source: ECO-READY project overview

<sup>2</sup> Sulkowski, A. J., Edwards, M., & Freeman, R. E. (2018). Shake Your Stakeholder: Firms Leading Engagement to Cocreate Sustainable Value. *Organization & Environment*, 31(3), 223-241

## 2.3 Dissemination, exploitation, and communication towards stakeholders

Managing the communication, exploitation, and dissemination activities within the ECO-READY project will follow the classical planning cycle as outlined in figure 2.1. It is the basis for the activities of the *Communication Team* organized by proQuantis in task 6.1 but also the basis for the planning and organizing of such activities by the project partners.



Figure 2.1. Managing Communication, Dissemination and Exploitation in ECO-READY  
(Source: Adapted from European Commission online tutorial on communication, dissemination, and exploitation activities and the Deming cycle for continuous improvement)

### Planning and implementation (“doing”)

For proQuantis, the planning and implementation of the dissemination and communication channels including the web site, the social media accounts, and the project email database are going on and described in more detail in chapter 6.

Planning of the use of these channels for dissemination and communication activities of partners and the actual use of the channels for partner needs constitute the second planning cycle. The communication team is dealing with this second planning cycle in a continuous procedure. It is outlined for the social media publication in chapter 6.

Partners follow the same approach by reporting their plans for dissemination and communication as well as their implementation continuously to the team. First summaries from partners about these planning and implementation phases are detailed in chapter 7.

In summary, planning and executing the dissemination, exploitation, and communication activities will be developed from two perspectives. First, the communication team is responsible for managing the official communication channels and safeguarding the flux of messages dealing with dissemination and communication activities. Second, the different work packages contribute by creating content and providing logistics for the development of events.

#### Checking and adjusting

Checking and adjusting is a precondition for successfully reaching the impact. The communication team will regularly check the use and acceptance of the dissemination and communication channels using certain analytics. It is intended to organize an online meeting with the extended communication team, involving representatives from all partners, at least every third month for analysing the use of the channels and to adjust their use if needed.

The communication team will support partners in their own analysis and possible reaction by monitoring selected impact indicators such as the number of participants in conferences where **partners are participating and the link of partners' activities** with impact categories. Based on these monitoring data and on data collected by partners themselves in line with the specific activity, partners will evaluate and possibly adjust their own activities. Evaluations and adjustments are reported during the regular project meetings.

## 3 Pathways to impact

The ultimate goal of the project is to reach the impact outlined in the project overview. *Pathways to Impact* is a concept promoted by the European Commission as a tool for EU funded projects to increase the likelihood of achieving the impact they are intended to have through variables that are key for broader European Union programmes.

The ECO-READY consortium had developed the project proposal paying attention to the need of ensuring impact. In this *Dissemination, Exploitation, and Communication Plan*, the relationships between *Key Exploitable Results* (KERs), the **project's outcomes** and the *EU programmes' impacts* have been traced by the communication team to:

- a) create a general map for impact and within this general map
- b) three specific *Pathways to Impact* where the project can link specific *Key Results KR* (identified within the more general *Key Exploitable Results*) to the outcomes and impacts.



This delineation of the *specific Pathways to Impact* will facilitate the planning, monitoring, and analysis of dissemination, exploitation and communication activities for generating the intended impact. The three *specific Pathways to Impact* are named in this plan in accordance with their main focus as:

1. Better models for agri-food systems.
2. Better decisions for agri-food systems.
3. Adaptive capacity of agri-food systems.

The Pathway to Impact approach is a very advanced concept of impact generation and it is the ambition of the project to follow it as much as possible in its planning of dissemination, exploitation, and communication activities.

In the general map for impact, *Key Exploitable Results* can be linked to the generation of the three main *project outcomes requested in the topic's call* and outlined in the project overview:

1. A comprehensive capacity to observe the short-term to long-term drivers of change and their impacts on agriculture in key areas.
2. Better informed policies and strategies regarding mitigation and adaptation to climate change.
3. Better resilience of European food security to shocks such as those arising from various drivers of change, including climate change, through the development of strategies and policies.

Following a cause-effect approach, the project outcomes will have an impact on important variables of the *European programmes*:

1. Better understanding and enhancing the mitigation potential of ecosystems and sectors based on the sustainable management of natural resources.
2. Advanced understanding and science to support adaptation and resilience of natural and managed ecosystems, water and soil systems and economic sectors in the context of the changing climate.
3. Efficient monitoring, assessment and projections related to climate change impacts, mitigation and adaptation potential in order to bring out solutions for tackling emerging threats and support decision-making in climate change mitigation and adaptation policies at European and global levels.
4. Fostered climate change mitigation in the primary sector, including the reduction of GHG emissions, maintenance of natural carbon sinks and enhancement of sequestration and storage of carbon in ecosystems.



5. Improved adaptive capacity of water and soil systems by unlocking the potential of nature-based solutions.
6. Better managed scarce resources, in particular soils and water, thus mitigating climate related risks, in particular desertification and erosion, thanks to informed decision-makers and stakeholders and integration of adaptation measures in relevant EU policies.

The relationships are summarized in figure 3.1

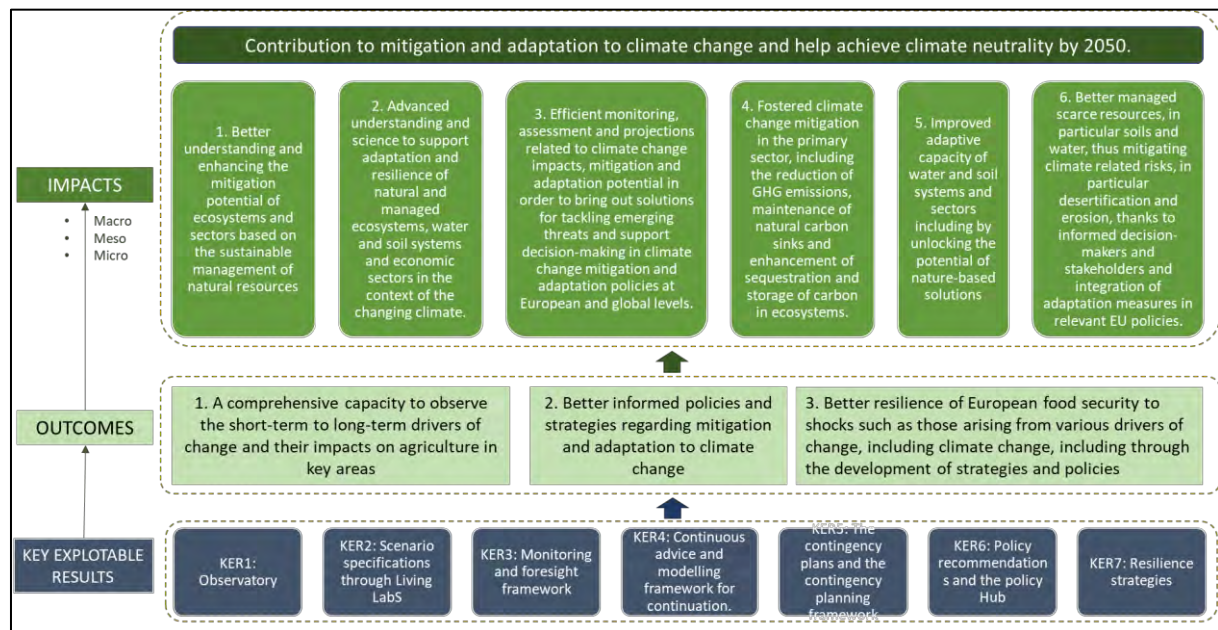


Figure 3.1. Mapping impact with Key Exploitable Results in ECO-READY  
(Source: ECO-READY project)

The dissemination, exploitation, and communication activities in the project are aligned with this general map for impact based on the general *Key Exploitable Results* through the three specific *Pathways to Impact* based on the more specific *Key Results*. This will contribute to increase awareness of the consequences of change among European stakeholders (farmers, academia, industry, government, and the citizens), initiate a participative process for knowledge creation and knowledge sharing among key actors, and offer an adaptive perspective to short and long term impacts at micro, meso and macro levels as stated in the project overview:

*"... ECO-READY is expected to have an impact on three independent but highly interrelated levels: micro (product / sector), meso (agri-food value chain) and macro (country, region, EU) level. At the micro level the project aims at achieving impact by targeting the single actors of the supply chain (from farm to food). The meso level targets the full value chain, and impact at macro levels is targeting society, countries, and the EU..."*



### 3.1 Pathway to impact 1: Better models for agri-food systems

For improvements in the understanding of European agri-food systems, ECO-READY engages in the creation and evolution of complex dynamic models capable of integrating several kinds of data from different sources at local, national, regional, and international levels. ECO-READY intends to create specific results that will play an important role in the European strategy for the understanding and monitoring of European agri-food systems.

Some project results contribute to outcomes, and some lead directly to impacts. In line with the project overview, they are characterized as Rox (result contributing to outcome x) and Rlx (result contributing to impact x). The Pathway to Impact considers the Key Results listed in table 3.1. Their link with project outcomes and EU programmes' impacts is described in figure 3.2.

Table 3.1.  
Key results contributing to Pathway to Impact 1 (Source: project overview).

Key Result ID	Key Result (KR)
Ro1.1/RI1.1	Network of 10 Living Labs (LL)
<b>Ro1.2</b>	Use cases shared by the LLs
Ro1.3	Environmental impacts of the drivers of change
RI2.1	Knowledge database with easy to use access tools
RI2.2	Training on the use of knowledge bases
RI3.1	Provision of services to stakeholders in policy, business, academia, and society
RI3.2	Serving policy for coping with potential shocks and contingencies in food security

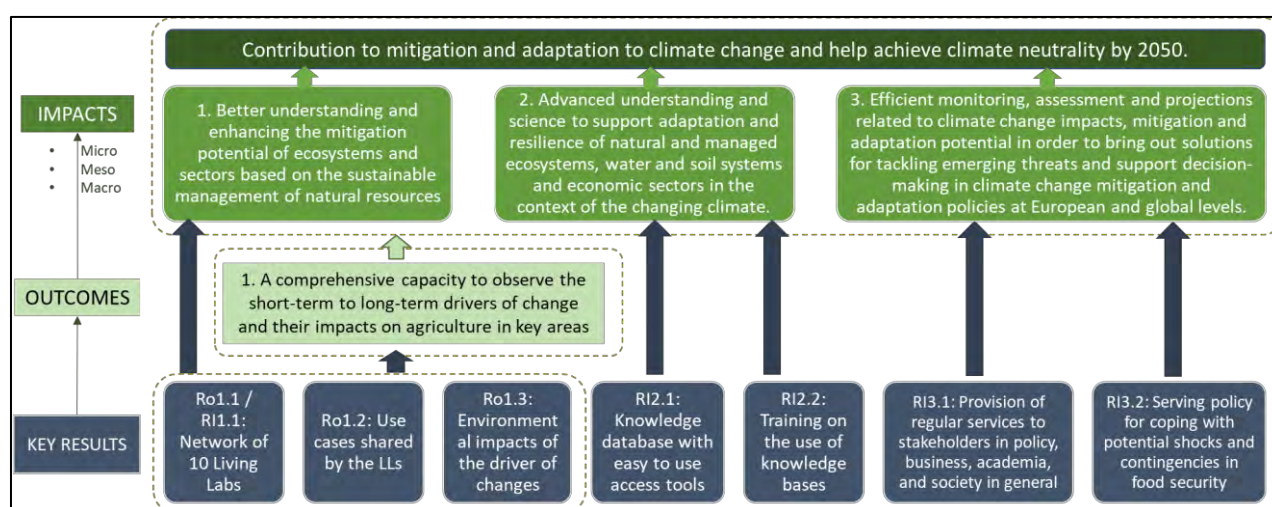


Figure 3.2. Pathway to Impact 1 in ECO-READY  
(Source: ECO-READY project)

## Dissemination, Exploitation, and Communication Strategy

For each Key Result, the Communication Team has developed a table which links:

- a) the Key Result to target groups (as outlined in the project overview),
- b) a list of potential examples for approaching the target groups through dissemination, exploitation and communication activities, and
- c) work packages where the results are generated and prepared for use.

These examples are first reflections for being replaced by partners through their own proposals and activities. They constitute first proposals for reaching transparency in the development of dissemination, exploitation, and communication activities.

The table format will have an important role in the monitoring of dissemination, exploitation, and communication activities of the project as they provide **transparency in the project's link to impact categories**. These tables are summarized in appendix B (tables B1 to B7). An example is shown in table 3.2. **The "Network of Living Labs"** is a Key Result and specific stakeholders (KSH) need to be made aware of its creation and the new possibilities it offers for a better understanding of the role that specific decisions on sustainable natural resources management and the agrifood sector have in climate change adaptation.

Table 3.2.

Impact considerations for **Key Result "Network of Living Labs"** (Generalized example)

Key result	Target				
RI1.1/ Ro1.1: Network of 10 Living Labs	A network of 10 LLs with participants from >2 parties, From KO5: "LL partnerships will be required to include a community of users which will broaden stakeholder engagement and support the translation of data into useful knowledge for the public and policy makers" <sup>3</sup>				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity (examples)	Work Package
<b>For Impact 1 and Outcome 1:</b> KSHs able to improve understanding of the potential of ecosystems and sectors (agriculture, processing and retail) for mitigation, based on the sustainable management of natural resources (SMNR) with the help of the Observatory	X	X	X	<u>Living Lab partnership participants<sup>1</sup> /</u> Collaborating in the establishment of the Living Lab network.	WP3
		X		<u>Academics /</u> Presenting findings in relevant academic events & publishing on academic journals.	WP1
	X	X		<u>Regional Farmers &amp; Public agencies in charge of Natural resources management /</u> Providing understandings on sustainable natural resources management and their potential for climate change mitigation in the context of the 10 Living Labs as part of the " <i>analysis of the knowledge created</i> " <sup>1</sup> in each Living Lab. (D3.2 / T3.4)	WP3
		X		<u>Regional Farmers, Policy makers, Policy administrators &amp; Natural conservancy advocates /</u> - Invitation to dissemination events about the Observatory's capabilities. - Policy briefing	WP2

<sup>1</sup> C = Communication, D = Dissemination, E = Exploitation

<sup>3</sup> Key Objective 5 in "Table 1 Cohesion between ECO-READY KOs, MOs, and Work Programme topic" in ECO-READY Project overview, page 4.



The Communication Team aims at linking all activities reported by partners with the respective key results and, in turn, impact categories. This will support monitoring of project activities and provide transparency in analysing the project's final accomplishments.

### 3.2 Pathway to impact 2: Better decisions for agri-food systems

In this pathway as in the previous one, some project results are also contributing to outcomes while others are contributing directly to impacts. The Pathway to Impact considers the Key Results as listed in table 3.3. Their link with project outcomes and EU programme's impacts is described in figure 3.3.

Table 3.3.

Key results contributing to Pathway to Impact 2 (Source: project application).

KR ID	Key Result (KR)
RI4.1	Better policies and strategies
Ro2.1	Results from LLs and Observatory transformed into policy recommendations
RI5.1	Adapted land use maps and development path towards adoption
RI6.1	Knowledge provision through LLs in food security, biodiversity, climate change
RI6.2	Improved implementation of EU policies towards management of natural resources

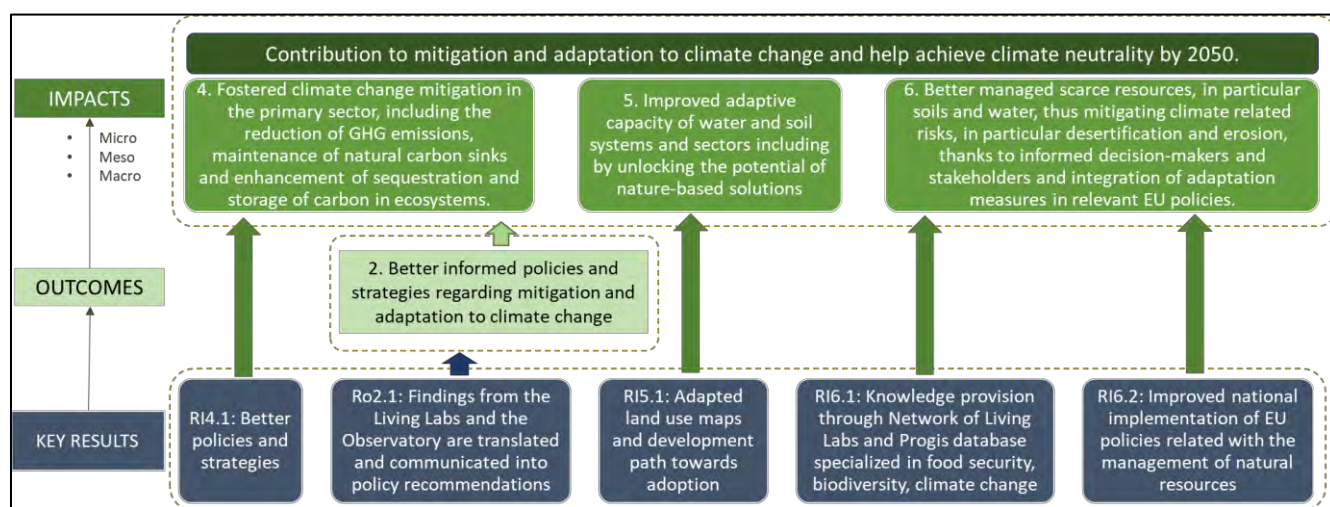


Figure 3.3. Pathway to Impact 2 in ECO-READY  
(Source: ECO-READY project)

## Dissemination, Exploitation, and Communication Strategy

The tables linking Key Results to outcomes, impacts and stakeholder groups as primary recipients of dissemination, exploitation, and communication activities are summarized in appendix B (tables B8 to B12).

### 3.3 Pathway to impact 3: Adaptive capacity of agri-food systems

This pathway involves only two Key Results (see table 3.4) which contribute to outcomes. Their link with project outcomes and EU programme impacts is described in figure 3.4.

Table 3.4.  
Key results contributing to Pathway to Impact 3 (Source: project application).

KR ID	Key Result (KR)
Ro 3.1	Modelling framework for dealing with shocks
Ro3.2	Framework for development and update of contingency plans

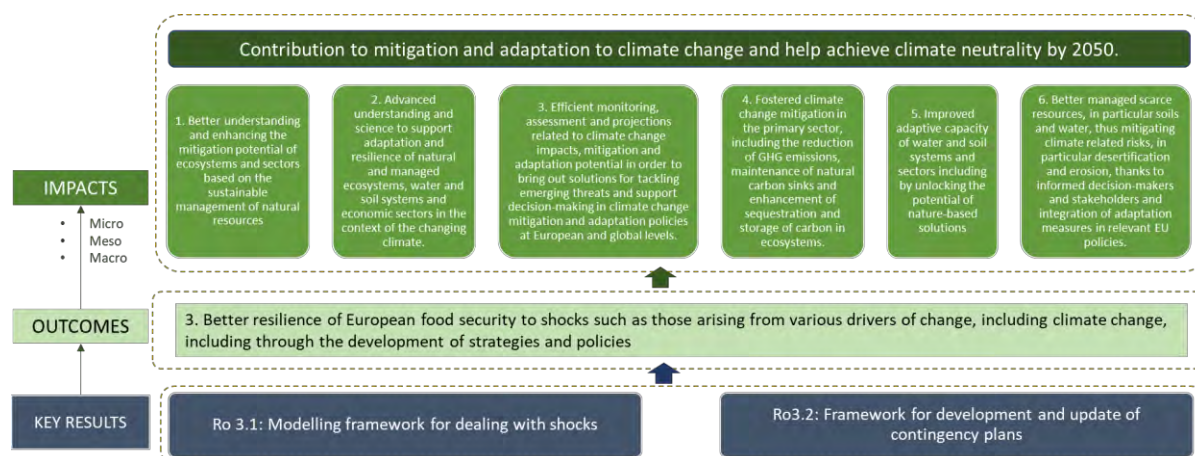


Figure 3.4. Pathway to Impact 3 in ECO-READY  
(Source: ECO-READY project)

## Dissemination, Exploitation, and Communication Strategy

The tables linking Key Results to outcomes, impacts and stakeholder groups as primary recipients of dissemination, communication and exploitation activities are summarized in appendix B (tables B13 to B14).

## 4 Communication and dissemination procedures

### 4.1 Project branding and corporate identity

In the initial phase of the project, the ECO-READY project invested in communication and dissemination channels and material to provide the project with a distinctive and **recognisable visual identity**. This includes the project's logo, the website, the various social media channels, and the presentation material involving reports and powerpoint presentation designs.

#### Logo

A logo has been designed to provide a striking and memorable visual identity for the project.



#### Templates

Word and PowerPoint templates have been developed to ensure that communication remains true to the common visual identity.

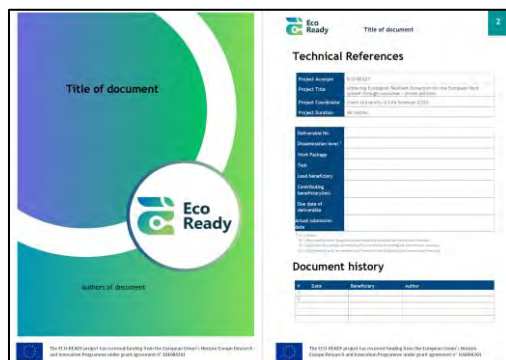


Figure 4.1. Word template



Figure 4.2. Powerpoint template

#### Website

The project has secured the following web domains: [www.ECO-READY.eu](http://www.ECO-READY.eu) and [www.ECO-READY.org](http://www.ECO-READY.org). The website opens with a moving “landing page” that confronts the user with various aspects of the ECO-READY project. For facilitating access, all menu items open web pages with a similar structure.

## Social media

The project has opened an ECO-READY account in all major social media channels. The channels were initiated with a similar graphical identity and a teasing video for communicating ECO-READY's **message in a motivating manner**. Serving the social media accounts will have a high priority in dissemination activities as they are the primary communication medium for certain target groups and especially younger people generations.



Figure 4.3. Social media visualization



Figure 4.4. Teasing video

The social media accounts and the access information is summarized in table 4.1.

Table 4.1  
Social media accounts

Account	Entrance to account
LinkedIn	socialmedia@ECO-READY.eu;
Facebook	socialmedia@ECO-READY.eu;
Instagram	ecoeady.eu;
Twitter	EcoReady_eu; socialmedia@ECO-READY.eu;
Youtube	socialmedia@ECO-READY.eu;
Slideshare	socialmedia@ECO-READY.eu;

## 4.2 Review procedures for dissemination activities

In dissemination and communication activities dealing with project results that involve textual or graphical material in paper or electronic format, the review distinguishes between formal project deliverables and scientific and non-scientific publications of project results. Different review procedures have been designed for each one of these outlets.

### *Procedure for disseminating project deliverables according to the management plan*

The partner in charge of the deliverable is responsible for its timely and high-quality submission to the project coordinator. After the quality review, the final version of the deliverable is uploaded by the project coordinator to the EC portal. The quality review involves various stages with a feedback to the responsible partner. According to the management plan the quality review follows the following procedure:

- 20 days before deadline: First draft for review by the partners involved in the respective task.
- 15 days before deadline: Second draft for review by WP Leader
- 10 days before deadline: Third draft for review by Executive Board.
- 5 days before deadline: Fourth draft for review by Scientific Coordinator.
- 3 days before deadline: Approval of final draft by Scientific Coordinator and preparation of draft for delivery to the Commission.

### *Procedure for dissemination of own project results*

During the duration of the project and for a period of 1 year after the end of the project, the dissemination of own results by one or several parties including but not restricted to publications and presentations, is being governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, which have been detailed in the Consortium Agreement as follows:

- 1. “...Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted...”**
- 2. “...If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion...”** Reasons for possible objections are outlined in the Grant Agreement.
- 3. “...The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed...”**



4. “...A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless **they are already published. All copyrights must be duly preserved in all cases...**”.

5. In addition, once an activity has been decided upon, detailed information must be communicated to proQuantis to be included in the planning of dissemination **activities and promoted in an appropriate manner via the project's communications channels.**

### 4.3 Review procedures for general communication material

The dissemination of material with general promotional intent requires a faster review procedure than dissemination activities dealing with project results. Examples include press releases, presentations with general information about the project, project brochures, website text, posters, banners, infographics, hand-outs, contributions to social media discussions and similar materials.

The majority of promotional materials will be produced by the partners who are engaged in the various activities and who are linked to European scientific or non-scientific networks and may have access to national networks which require material provided in national languages.

proQuantis as task leader for dissemination and communication is providing the English speaking online channels for dissemination. It is prepared to format the **material for use in the project's social networks and on the project's website** if provided in English. Partners may use the formatted material for transfer into their national languages for distribution in their own national networks.

#### *Review of general promotional material*

For a speedy review process of promotional material only selected partners will be involved in the review and approval process depending on the type of material and its content. Partners who intend to publish such material will follow the respective review arrangements:

1. Short and general promotional material (i.e. posters, short leaflets, press releases, general web site content, etc.): the coordinator reviews the material provided by any partner and decides to consult other partners if needed.
2. Communication material relating to a specific task activity or partner (i.e. infographics, videos, articles, interviews, etc.): the coordinator and affected partners are involved in the review and approval process.

3. Long or controversial material (i.e. policy recommendations, booklet, etc.): the coordinator, the management board and the affected partners are involved in the review and approval process.

proQuantis may distribute promotional material that has been reviewed through the **project's website, the social media accounts or by using e-mail** communication directly or through partners with own e-mail resources.

### *Review of social media posts*

proQuantis is responsible for managing the social media accounts of the project. The success of social media for distribution of project information depends on its dynamic development. A dynamic social media account depends on a continuous flow of posts and messages. For assuring a continuous flow, a specific procedure for speedy approval of intended posts is being established.

Messages intended for posting on social media with general information related to the project and its focus are published at least 1 week before publication on a project internal data matrix on Google docs (see figure 4.5) with access by the project coordinator and all project partners. If no objections are raised during this period, the post can be published.



Figure 4.5. Social media plan for review

## 4.4 Procedures for coordination of communication activities

The ECO-READY project is in essence an information and communication project which addresses various target groups from policy, farms, business enterprises, consumers and the society in general. The target groups will be approached by various partners during various phases of project implementation. For avoiding conflicts between partners in approaching target groups and for avoiding approaching target groups simultaneously by different partners, the project has set up a project **“communication table”**. The communication table is presently offered as a table in WORD format in the project's data folder in MS Teams. It will be



embedded in a software tool in the coming months which will be accessible through a project internal link **on the project's web site**.

Partners need to list all planned target group contacts as soon as possible but at least 45 days in advance in the table. Partners with similar communication interest have about 15 days to react and ask for a coordinated group approach. If a coordination has failed, target groups should not be approached sooner than 1 month after the primary contact.

## 4.5 Procedures for updating and monitoring of dissemination and communication activities

The planning of dissemination and communication activities is an ongoing process as new needs and opportunities will emerge as the project develops. As the plans develop into implementation, the project keeps track on its dissemination and communication activities through a simplified monitoring procedure and relates them to its objectives.

For facilitating the process, proQuantis will provide by August 2023 a monitoring database with an easy-to-use software tool accessible through a partner link of the website where all partners list new emerging plans for dissemination and communication activities as well as results from realized activities. The listing provides the basis for the regular updates of the dissemination and communication plan and, in addition allows a real time overview on the dissemination and communication status.

## 4.6 Roles and responsibilities of partners

At a project level, proQuantis provides the platforms for dissemination and communication through its various English-speaking platforms and channels which constitute the basis for the dissemination and communication of material developed by project partners and approved through the various review processes described above.

Considering the importance of national communication towards national target groups, national project partners will be responsible for communicating materials developed specifically for their national audience or through translation of project material prepared for publication in social media or the **project's web site**.

Each partner will make use of its links, networks and collaborations for the purposes of dissemination and communication, focusing more on addressing those stakeholder communities to which they have better access.

### *Communication team*

For supporting the dissemination, communication, and exploitation activities of the project, the project organizes a communication team, led by proQuantis as task leader with a contact from each partner organization. The core team is represented by members of proQuantis. Project partners have already nominated their members of the extended communication team which will coordinate, together with **proQuantis, partner's engagement in dissemination** and communication and not the least in serving the social media activities. The member list is accessible through the project data container on MS Teams where it can be updated regularly by project partners.

Members of the extended communication team are responsible for ensuring smooth communication within their organisation about the project and its promotional activities, including communication and press relations departments, or other members of the project team who are not actively involved in communication activities whenever relevant. They should also ensure internal validation of the content/material by their respecting organisation and contact the relevant internal technical/scientific team whenever necessary.

### *Dissemination of project results*

Members of the extended communication team will initiate the communication **efforts for their partners' deliverables and outputs**. They will inform proQuantis when deliverables and outputs are available and contribute to the planned activities as requested. This would include, for example, providing summaries for press releases, checking contents of news articles, identifying events for presentations, etc.

**Project partners are invited to contribute further to the project's dissemination** and communication activities by

- disseminating news via their own websites and social media channels,
- contacting proQuantis with any project related, or project relevant, news that can be uploaded as a news article on social media or the website.

### *Online communication*

proQuantis is responsible for the management of the project website and the **project's social media accounts**. It will **update the project website on a regular basis** to publish news and articles related to project activities and promote relevant events, courses, publications and videos.

**To increase the project's visibility and impact towards specific target audiences, project partners are free to translate social media posts published on the project's social media accounts into their national language for publication on their national social media channels.**

To ensure timely and accurate publication of project information on the project website and social media channels, work package leaders are required to keep proQuantis informed of newsworthy developments within their Work Packages.

### *Promotional material*

Project partners are encouraged to publish information regarding the project via their own communication channels (website, newsletter, presentations, promotional or press material in local language). To ensure consistent communication at European level, project partners should follow the guidelines below:

1. Project partners are asked to follow the ECO-READY corporate identity, using the logos and banners of the project while respecting original proportions or colours. If there is any doubt a specific version of the logo or social media banner is needed, partners should contact proQuantis.
2. Project partners should strictly follow the rules established by the European Commission related to funding acknowledgement, as described in the Grant Agreement.
3. Whenever possible, partners should include a link to the project website or to tag the ECO-READY project on social media channels to increase the impact of communication activities.
4. For publications focusing mainly on the project itself, partners are asked to send a copy of the document to ProQuantis at least two working days before publication for ensuring compliance with European Commission rules and corporate identity guidelines and facilitating the monitoring of dissemination activities.

### *Events and publications*

For internal events planned in the framework of work packages (i.e. project meetings), partners in charge of organising the event are also in charge of producing dedicated communication material, following the rules mentioned above to ensure consistency and accuracy in communication.

Regarding events organised outside of the project, partners are responsible for researching suitable opportunities for publication of ECO-READY project results and attending relevant events and conferences in their respective countries and abroad. Partners should actively seek opportunities to promote the project and disseminate its results through all available channels, including but not limited to publications, oral presentations, academic posters, booths and networking events. The active

involvement of partners in exploiting existing communication and dissemination opportunities will ensure that the project is represented widely at the European, national and local levels.

**Any involvement in events should not only listed in advance in the project's monitoring database (section 4.4) but should be communicated to proQuantis through a short communication stating the dates of the event, the location, the activity planned and, if relevant, the website and the programme of the event. In addition, the partner(s) involved should send to proQuantis in the days following the event a short description of the activity suitable for posting on social media accounts as well as on the web site, including, whenever possible, pictures from the event and links to publications and press clipping. This will help promoting partners' activities via the project's communication channels and thus multiply the impact of each dissemination action.**

For publications, partners should follow the rules stated in previous sections and inform proQuantis in due time of the expected date of publication and provide the link to the open access publication.

#### *Monitoring and reporting*

proQuantis is monitoring and coordinating all dissemination and awareness-raising activities, encouraging and facilitating contributions and the active involvement of all partners.

In order to facilitate this monitoring and co-ordination, all partners must provide relevant and up-to-date **input regarding their own initiative through the project's monitoring database**. They are responsible for reporting about the content and impact of the dissemination and communication activities they undertake.

## 5 Stakeholder audiences and communication matrix

Identification of target audiences is crucial in making sure that the messages are shaped and delivered in a relevant and effective manner. A list of stakeholder audiences has been drawn up by project partners, divided into different categories and subcategories, to better adapt dissemination activities depending on their role.

Table 5.1 presents a first list of identified target audiences that will be reviewed and updated throughout the whole project to make sure that all relevant types of stakeholders are targeted and taken into account in the development of dedicated

communication and dissemination activities. A more detailed table is available in the appendix as table A1.

**Target groups may be approached through the project's communication channels but also through partners own communication lines.** Partners may decide to keep their address lists to themselves but communicate to target groups issues considered of relevance by the project or by other partners with communication needs.

Table 5.1.  
Target audiences

Target group categories	Target group addressees
Policy makers, public bodies	European, national, regional and local governments; Public bodies at European, national or regional levels, NGOs
Farms	Farm associations; Advisory services
Businesses, entrepreneurs	Industry associations; Entrepreneurs; Innovation agencies; consultants and specialists
Research community	Universities and research centres
Consumers	Consumer organisations; Individual consumers
General public	Journalists, NGOs, Communities and networks of different focus

A preliminary list of partners with own communication lines is available in table 5.2. **This table is available in the project's data container in MS Teams and will be updated on a regular basis by project partners who are ready to provide their address potential to project communications.**

Table 5.2.  
Communication matrix

Target group (Europe or national)	Approx. number of targetgroup members	Availability of Addresses yes/no	Target group should be approached by me/project
Department for Environment Food & Rural Affairs (DEFRA)	1000+	N/A	by CRA
EU institutional policymakers	~30	Yes	by IUCN
EU-level and European environmental NGOs	~25	Yes	by IUCN
EU-level Farmer & Land-Owner organizations	~5	Yes	by IUCN
Relevant private sector	~5	Yes	by IUCN
European Institutions	30	Yes	by Confagricoltura
Farmers	500	Yes	by Confagricoltura
Science	4000	Yes	by proQuantis
Farmers	50	Yes	by IFVC
Students	15	Yes	by IFVC
Researchers	50	Yes	by IFVC
Policy makers	2	Yes	by IFVC
NGO	2	Yes	by IFVC
Public institutions	100	Yes	by IFVC

Source: ECO-READY project

## 6 Dissemination and communication channels

### 6.1 Website and video channel

#### *Website*

proQuantis is coordinating the development of the ECO-READY project website. The first version of a complete website will be launched in May and subsequently developed further in line with contributions and reviews by the coordinator and the project partners. The website, including its links to the social media accounts, will be the main online point of reference for the project. It will be actively promoted by all the partners on their own homepages as well as in all their communication activities. The information on the website, especially the news and events section, will be updated at least 12 times a year with content that relates to the project and provides additional traffic to the project website. A preliminary design example is provided in figure 6.1.

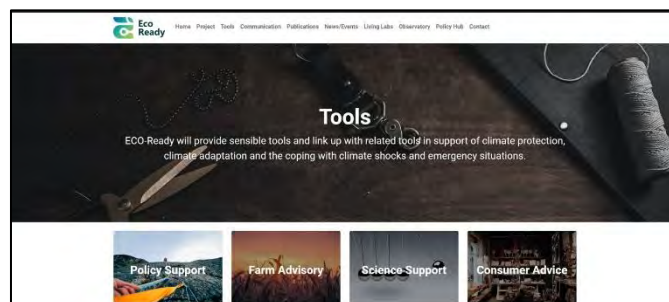


Figure 6.1. Web site template

#### *Videos*

The project promotes the development of videos as part of its dissemination and communication activities. Videos will be referenced on social media as well as on **the web site and provided through the project's youtube channel. The project will deal with a variety of video presentations:**

1. Of specific interest within the project are videos dealing with visits to the **Living Lab sites and the discussions with Living Lab partners in their environment ("virtual visits")**. They will bridge the gap between scientific project developments and the experimental engagements in the Lab. Experiences show that limited technology (smartphones) can achieve attractive and lively video views.

2. Animated partner videos including videos with online partner interviews make visitors aware of the competences of partners and their engagement in reaching the objectives of the project.

Partner videos will be available from month 6 of the project. They are supposed to be short and last between 1 and 5 minutes. The shorter versions can be published on social media directly, while the longer ones will be hosted on the youtube channel.

Virtual visits will be made available from month 24. Virtual visits may last between 20 and 45 minutes and may include a discussion features with interested groups towards the end of the presentation.

## 6.2 Events

### *Project events*

Project events include conferences, workshops, and seminars where interaction between project partners and target groups take place for awareness building, the generation of knowledge, training in project tools, and the exploitation of project results.

These organizational activities are complemented by podcasts and webinars where project partners and other experts inform target groups about the focus of the project, the situative condition in climate change, bio-diversity, food security, food security risks, the project's ambition, and the competences of partners and advisory groups that support the project.

Project partners are prepared to deliver project events throughout the duration of the project. First overviews are outlined in chapter 7.

### *External events*

Presentations at national and international conferences will represent a major dissemination channel for ECO-READY results. Attending selected events and introducing the project to external stakeholders will contribute to developing a **customer base for the project's policy hub and observatory.**

Participation of project partners in events may involve oral presentations of the project, poster presentations, or networking with relevant actors of the sector.

Participations that are already scheduled in plans by partners are outlined in chapter 7. For the first year of the project, partners can list events where participation is not just part of the plan but where participation has been confirmed. This list will be updated on a regular basis and communicated to proQuantis for consideration in **the project's communication channels.**



Impact achieved through these events will be measured by audience type and numbers of persons reached, which will be carefully observed and reported in each updated version of the Communication and Dissemination plan.

Project partners have also shown an interest to represent the project at a number of other events where they have not yet scheduled participation but which they have identified as relevant to the project (see table 6.1). This list may motivate other partners to participate. However, it will also support the project in linking up with these events for receiving information before and after the event that might be relevant for the project.

Table 6.1  
Potential interesting events

Event name	Dates	Location
Logistics Research Network (LRN) Conference	Sept. 6-8, 2023	Edinburgh
EU Green Week	May/June every year	Brussels/online
Politico Food and Agriculture Summit	Sept. every year	Paris/online
EU Pollinator Week	May-Sept. every year	Brussels/online
<b>Policy Game Seminar “Farm, Food, Folk! Reshaping EU policies on Agrifood Systems</b>	June 26	Rome, Confagricoltura, Palazzo della Valle
NET-SCIENCE TOGETHER - European Researchers' Night <a href="https://www.scienzainsieme.it/">https://www.scienzainsieme.it/</a>	Sept. 27 - Oct. 1, 2023	ROME(Italy)
ECOMONDO- The Green Technology Expo <a href="https://en.ecomondo.com/">https://en.ecomondo.com/</a>	Nov. 7-11, 2023	RIMINI (Italy)
Maker Faire <a href="https://makerfairerome.eu/en/">https://makerfairerome.eu/en/</a>	Oct. 20 - Oct. 22, 2023	ROME (Italy)
5 <sup>th</sup> Global Food Security Conference	April 9-12, 2024	Leuven, (Belgium)
37 <sup>th</sup> EFFOST International Conference 2023	Nov. 6-9, 2023	Valencia (Spain)

Source. ECO-READY project

## 6.3 Publications

For making the project results available to the scientific community, project partners are expected to publish major project results in international peer-reviewed journals.

Consortium partners have identified a longer list of scientific journals they consider as being most relevant for the audience of interest (table 6.2).

Table 6.2.  
Most relevant scientific journals

Agribusiness
Agricultural and Food Economics
Agricultural Economics and Rural Development Journal
Agriculture System
Agriculture, Ecosystems & Environment
Agroecology and Sustainable Food Systems
Agronomy (MDPI)
European Journal of Agronomy (Elsevier)
European Journal of Agronomy (Springer)
<b>European Landowners' Organisation magazine (Countryside Magazine)</b>
Food Control
Food Policy
Foods (MDPI)
Frontiers in Animal Science
Frontiers in Nutrition
International Journal of Agricultural Sustainability
International Journal on Food System Dynamics
Journal of Agrarian Change
Journal of Cleaner Production
Journal of Food Science and Technology (Springer)
Nature magazine
R&D Management
Renewable and Sustainable Energy Reviews (Elsevier)
Risk Analysis
Sustainability (MDPI)
Trends in Food Science & Technology

**Non-scientific journals with relevance to the project which could reach selected target groups are of similar interest (table 6.3).**

Table 6.3.  
Most relevant popular scientific journals

AGRAFACTS
Contexte
ENDS Europe
EURACTIV (AgriFood brief)
European Parliament magazine
Internal IUCN publications (newsletter)
POLITICO (AgriFood newsletter)
Revolve Media

These lists will be updated regularly and are accessible to project partners **through the project's data container in MS TEAMS.**

## 6.4 Media relations and social media

Media relations are a key aspect for making project results available to target groups. To ensure a wider media coverage of the project, press and news releases will be produced to promote its major steps and achievements.

A first press release was already produced and disseminated to announce the start of the project (see e.g. <https://www.media.enea.it/en/press-releases-and-news/years-archive/year-2023/food-security-enea-in-eu-project-to-achieve-ecological-resilient-dynamism-for-the-eu-food-system.html>). Project coordination is in charge of press releases which **will be distributed through the project's** communication channels to relevant media identified by project partners.

Whenever necessary, partners will translate press content into their national language in order to facilitate the uptake of press and news releases by national media contacts.

Social media will be used to inform and stay connected with relevant professionals, policy makers, scientific/technical communities, farms, enterprises and consumers as well as reach out to an interested general public and media. It is an ideal outreach channel(s) to support and amplify all elements of the dissemination strategy and key project milestones.

Social media will be responsible for reaching out to as many people and groups as possible. This asks for a dynamic development of postings (envisaged at least 2 per week), a limitation in the length of postings for keeping people interested, and an **eye-catching design of postings. The website and the youtube channel are the “solid”** counterparts of social media as they allow more extended presentations and discussions or, in case of youtube, longer videos. This dualism helps social media to link to the web site or to youtube for more information while the social media deliver **the “headings”**. Project partners are encouraged to follow, like, and share posts to generate visibility especially during the early months of the project.

Social media metrics will be used to monitor and adapt actions; but also provide feedback to maximise impact for published content (interviews, articles, videos and info graphics) and the entire dissemination strategy. In addition to reactive monitoring of individual posts, the indicators will be systematically analysed and shared in all dissemination updates and project meetings.

## 6.5 Network membership links

ECO-READY partners have identified a number of networks where the project may directly reach network members for dissemination issues upon agreement with the network organizers. Each of these networks will make use of their own dissemination channels to increase the impact of ECO-READY activities. This list will be updated regularly. At the time of this report, At month 6, about 14 of such networks have been identified (see table 6.4). An extended version of the table which also lists the websites and contact details of these networks is available in the appendix (table A2).

Table 6.4  
Networks with access to members through network organizers (as of April 2023)

Network name
EFFAB: European Forum of Farm Animal Breeders
FABRE TP: Farm animal breeding and reproduction technology platform
Superunie
RABORESEARCH
TUGIP - Turkey Food Innovation Platform
IFAMA - International food and agribusiness management association
European Technology Platforms (ETPs) Food for life
IUCN Global
IUCN Europe
Confagricoltura channel
ENEA
ENEA Department for Sustainability
ENEA Biotechnologies and Agroindustry Division
ENEA Energy Efficiency Department
Energy Efficiency Department
BioValue Project
Agricultural Economics Network AUTH

## 6.6 Clustering with other projects, networks and initiatives

The engagement of ECO-READY partners in many European projects, networks, and initiatives opens the way for further dissemination and collaboration opportunities.

Project partners will exploit synergies and explore opportunities for collaboration with relevant projects. Beyond the projects screened and selected in the framework of the project overview, the consortium aims to maintain and develop a close relationship with other projects identified as relevant for ECO-READY's activities. At M6 a first list of projects and contact partners within the ECO-READY consortium to explore possible synergies has already been developed.

In the upcoming period, relevant partners will investigate possible opportunities for cooperation with the projects identified above and discuss such opportunities within the consortium. The present list of 26 projects will be reviewed and updated on a regular basis, based on the contributions provided by all project partners. An overview of the projects is available in the appendix (table A3).

Beyond the collaboration with other projects, ECO-READY partners will continuously explore potential opportunities for collaboration with specific networks in order to multiply the impact of their dissemination activities and raise awareness about the project. This analysis is still in its early stages. Emerging opportunities for collaboration with such networks will be reported to the coordinator and proQuantis by relevant partners for further consideration.

The present list of networks for potential collaboration is available in the appendix (table A4).

proQuantis has developed a database of about 100 Bio-based networks accessible through an internet-based “**Network tool**” ([www.biobased-networks.eu](http://www.biobased-networks.eu)) which will **also be accessible through the project’s web site**. These networks will be contacted by proQuantis. In addition, it will be clarified, if the network tool can be used for integrating networks identified within the ECO-READY context.

## 7 Planning and implementation

### 7.1 Project outputs and dissemination plan

**Effective dissemination of the project’s outputs is a core aspect of the present plan.** In the very early stages **of the project, a table listing the project’s** envisaged activities in dissemination and communication of information about the project but also of expected project results has been circulated to partners in order to identify and plan ahead tailor-made communication and dissemination activities for each output. This table will be updated throughout the project in order to adapt communication efforts and activities to the type of results produced and main target audiences identified for each of these specific outputs.

The early envisaged communication and dissemination activities are summarized in tables A5 and A6. The listed activities are not binding and will be discussed with the owners of results, the rest of the consortium, and representatives of target groups. They will be adapted over time when ECO-READY project results become available.

Activities have been divided in two categories, the first one is composed by general communication and dissemination activities relying mainly on available channels which partners have identified as plausible mediums to communicate general messages and disseminate results towards different stakeholders (table A5). The second category contains more specific activities specially designed to communicate and disseminate specific results obtained from the work packages (table A6).





# Appendix A

Table A1.  
Target groups and stakeholder communities

Target group	Example of stakeholders
Policy makers and public bodies European institutions, National, regional and local governments Public bodies at European, national or regional levels	<ul style="list-style-type: none"> <li>European Commission (DG Agriculture and Rural development, Climate Action, Research and Innovation, Health and Food safety)</li> <li>European Parliament (particularly members in the following committees: Agriculture and rural development, Environment, Public Health and Food safety, Industry research and energy, Employment and social affairs)</li> <li>Committee of the regions (e.g. Commissions for Environment, Climate change and Energy and Natural resources)</li> <li>European Economic and Social Committee</li> <li>EIP Agri, ICT Agri, FACCE JPI</li> <li>Standardisation and certification bodies (i.e. European Committee for standardisation, CEN-CENELEC)</li> </ul>
Networks and clusters European, national and local networks Local clusters Networks to support sustainability	<ul style="list-style-type: none"> <li>Networks and associations of cooperatives</li> <li>European and national networks for sustainable agriculture (i.e. ARAD, IFOAM EU, etc.)</li> <li>Networks and clusters representing communities and actors</li> <li>Thematic clusters/associations at national or European level</li> <li>European and national associations and platforms supporting collaboration and entrepreneurship (i.e. European Cluster Collaboration platform, European Confederation of Young entrepreneurs, etc.)</li> </ul>
Businesses and entrepreneurs Industry associations Current entrepreneurs and businesses Future entrepreneurs Innovation agencies Innovation management Consultants and specialists	<ul style="list-style-type: none"> <li>COPA-COGECA, Council of European Young Farmers</li> <li>Sectoral agri-food organisations (Bio-based Industries Consortium, European Dairy Association, FoodDrink Europe, etc.)</li> <li>European, national and regional innovation agencies</li> <li>EIT (Climate KIC, InnoEnergy, Food, Digital, etc.)</li> <li>Food/Environment consultants</li> <li>Business journalists specialising in food topics</li> </ul>
Investors Institutional and public investors Private investors	<ul style="list-style-type: none"> <li>European Investment bank, European Agricultural Fund for Rural Development, Circular Bioeconomy Thematic Investment Platform</li> <li>National banks and funds for agri-food development</li> <li>Private banks and private investors in infrastructures</li> <li>Private foundations for climate protection</li> </ul>
Research community Universities and research centres	<ul style="list-style-type: none"> <li>Departments of universities specialising in agricultural and related sciences (i.e. Wageningen University, etc.)</li> <li>Research centres in agriculture and rural development (i.e. RISE) and / or bioeconomy (i.e. CENER), agricultural machinery, etc.</li> <li>Researchers in the field of agricultural and related sciences</li> <li>Students and trainees in the field of agricultural and related sciences</li> <li>Other EU-funded projects and initiatives in rural development</li> </ul>
General public Journalists Communities Citizens/Consumer organisations Individual consumers	<ul style="list-style-type: none"> <li>Environmental NGOs (i.e. European Environmental Bureau, etc.)</li> <li>Consumer organisations (i.e. BEUC European consumer organisation and its national members)</li> <li>Citizens and civil society organisations (i.e. ECOS)</li> <li>Journalists and media</li> <li>Private citizens</li> </ul>





Table A2.  
Networks with potentially direct access to members as potential target groups

Name of the Network	Communication channel
EFFAB: European Forum of Farm Animal Breeders	Website: <a href="https://www.effab.info/">https://www.effab.info/</a> Social media contacts: @Effab
FABRE TP: Farm animal breeding and reproduction technology platform	Website: <a href="https://www.fabretp.eu/about-fabre-tp.html">https://www.fabretp.eu/about-fabre-tp.html</a> Social media contacts: @FABreTP
Superunie	Website: <a href="https://www.superunie.nl/">https://www.superunie.nl/</a> Social media contacts: <a href="https://www.linkedin.com/company/c.i.v.-superunie-b.a./?originalSubdomain=nl">https://www.linkedin.com/company/c.i.v.-superunie-b.a./?originalSubdomain=nl</a>
RABORESEARCH	Website: <a href="https://www.rabobank.com/en/research/index.html">https://www.rabobank.com/en/research/index.html</a> Social media contacts: <a href="https://www.linkedin.com/company/rabobank/life/default/">https://www.linkedin.com/company/rabobank/life/default/</a>
TUGIP - Turkey Food Innovation Platform	Website: <a href="http://www.tugip.org.tr">www.tugip.org.tr</a> Social media contacts: <a href="mailto:info@tugip.org.tr">info@tugip.org.tr</a>
IFAMA International food and agribusiness management association	<ul style="list-style-type: none"> <li>• Website: <a href="https://www.ifama.org/">https://www.ifama.org/</a></li> <li>• Twitter: @IFAMAIIntl</li> <li>• LinkedIn: <a href="https://www.linkedin.com/in/ifama-global-network?">https://www.linkedin.com/in/ifama-global-network?</a></li> <li>• General contact: Kathryn White - Executive Director - email: <a href="mailto:mkwhite@ifama.org">mkwhite@ifama.org</a></li> </ul>
European Technology Platforms (ETPs) Food for life	<ul style="list-style-type: none"> <li>• Website: <a href="https://etp.fooddrinkeurope.eu/">https://etp.fooddrinkeurope.eu/</a></li> <li>• General contact: <a href="mailto:r.fernandez@fooddrinkeurope.eu">r.fernandez@fooddrinkeurope.eu</a></li> </ul>
IUCN Global	<ul style="list-style-type: none"> <li>• Website: <a href="http://iucn.org">iucn.org</a></li> <li>• Social media contacts:</li> <li>• <a href="https://www.linkedin.com/company/iucn/">https://www.linkedin.com/company/iucn/</a></li> <li>• <a href="https://www.facebook.com/iucn.org">https://www.facebook.com/iucn.org</a></li> </ul>
IUCN Europe	<ul style="list-style-type: none"> <li>• Website: <a href="http://iucn.org/europe">iucn.org/europe</a></li> <li>• Social media contacts:</li> <li>• <a href="https://twitter.com/IUCNEurope">twitter.com/IUCNEurope</a></li> </ul>
Confagricoltura channel	<ul style="list-style-type: none"> <li>• Website: <a href="https://www.confagricoltura.it/ita/">https://www.confagricoltura.it/ita/</a></li> <li>• Social media contacts: LinkedIn, Instagram, Twitter, Facebook</li> <li>• Mondo agricolo (the official monthly journal of Confagricoltura)</li> </ul>
ENEA	<ul style="list-style-type: none"> <li>• Website: <a href="https://www.enea.it/en">https://www.enea.it/en</a></li> <li>• Social media contacts:</li> <li><a href="https://www.facebook.com/eneapaginaufficiale/">https://www.facebook.com/eneapaginaufficiale/</a>; (follower: 42815)</li> <li><a href="https://twitter.com/eneaofficial">https://twitter.com/eneaofficial</a>; (follower: 17136)</li> <li><a href="https://www.instagram.com/eneagenzia/">https://www.instagram.com/eneagenzia/</a> (follower: 4374)</li> <li><a href="https://www.linkedin.com/company/enea_2/">https://www.linkedin.com/company/enea_2/</a> (follower: 111606)</li> <li><a href="https://www.youtube.com/user/ENEANEWS">https://www.youtube.com/user/ENEANEWS</a> (subscribers: 5210, videos: 973)</li> </ul>
ENEA Department for Sustainability	<ul style="list-style-type: none"> <li>• Website: <a href="https://sostenibilita.enea.it/">https://sostenibilita.enea.it/</a>; <a href="https://sostenibilita.enea.it/en">https://sostenibilita.enea.it/en</a></li> </ul>
ENEA Biotechnologies and Agroindustry Division	<a href="https://bioagro.sostenibilita.enea.it/">https://bioagro.sostenibilita.enea.it/</a> <a href="https://bioagro.sostenibilita.enea.it/en">https://bioagro.sostenibilita.enea.it/en</a>
ENEA Energy Efficiency Department	<ul style="list-style-type: none"> <li>• Website: <a href="https://www.efficientzaenergetica.enea.it/">https://www.efficientzaenergetica.enea.it/</a></li> </ul>
Energy Efficiency Department	<ul style="list-style-type: none"> <li>• Website: <a href="https://www.efficientzaenergetica.enea.it/">https://www.efficientzaenergetica.enea.it/</a></li> </ul>
BioValue Project	Website: <a href="https://www.biovalue-project.eu/">https://www.biovalue-project.eu/</a> Social media contacts: Facebook: <a href="https://www.facebook.com/BioValueProject">https://www.facebook.com/BioValueProject</a> LinkedIn: <a href="https://www.linkedin.com/company/biovalue-project/">https://www.linkedin.com/company/biovalue-project/</a> Twitter: <a href="https://www.linkedin.com/company/biovalue-project/">https://www.linkedin.com/company/biovalue-project/</a>
Τομέας Αγροτικής Οικονομίας ΑΠΘ - Agricultural Economics AUTH	Website: <a href="https://www.agro.auth.gr/">https://www.agro.auth.gr/</a> Social media contacts: Facebook: <a href="https://www.facebook.com/agricultureconomics/">https://www.facebook.com/agricultureconomics/</a>



Table A3.  
European projects with members as potential target groups

Name of the Project	Website	Coordinator	Contact within the consortium
TRADE (TRANSforming the DEbate about livestock systems transformations)	<a href="https://gtr.ukri.org/projects?ref=BB%2FW018152%2F1">https://gtr.ukri.org/projects?ref=BB%2FW018152%2F1</a>	Prof. Dominic Moran Dominic.Moran@ed.ac.uk	Andrea.wilson@roslin.ed.ac.uk
BiofreshCloud: BFC is a technical innovation project with a focus on food waste, circular economy and improved food safety and quality.	BiofreshCloud - Food Cloud Services and predictive Modelling	University of Cordoba	zeynept@migros.com.tr (please ask if you would like to contact to the coordinator).
Safeguard	<a href="https://www.safeguard.biozentrum.uni-wuerzburg.de/">https://www.safeguard.biozentrum.uni-wuerzburg.de/</a>	University of Wuerzburg safeguard@uni-wuerzburg.de	Ana.prieto@iucn.org
SOILGUARD	<a href="https://soilguard-h2020.eu/">https://soilguard-h2020.eu/</a>	LEITAT	Ana.prieto@iucn.org
NbSoil	NBSOIL   Nature-Based Solutions for Soil Management	gs@iung.pulawy.pl	Ana.prieto@iucn.org
Towards an enhanced sustainable future for EU agriculture: supporting the knowledge base and facilitating discussions among stakeholders	N/A	IUCN	Barbara.Oberc@iucn.org
NATAE: Fostering agroecology transition in North Africa through multi-actor evaluation and networking	<a href="https://cordis.europa.eu/project/id/101084647/fr">https://cordis.europa.eu/project/id/101084647/fr</a>	CENTRE INTERNATIONAL DE HAUTES ETUDES AGRONOMIQUES MEDITERRANEENNES	Barbara.oberc@iucn.org
FoodPaths	<a href="https://www.foodpaths.eu/">https://www.foodpaths.eu/</a>	Institut National de recherche pour l'agriculture, l'alimentation et l'environnement (INRAE)	hugo.de-vries@inrae.fr
Biovalue	<a href="https://www.biovalue-project.eu/">https://www.biovalue-project.eu/</a>	AUTH - ARISTOTLE UNIVERSITY OF THESSALONIKI	asterios@agro.auth.gr
FairChain	<a href="https://www.fairchain-h2020.eu/">https://www.fairchain-h2020.eu/</a>	Institut National de recherche pour l'agriculture, l'alimentation et l'environnement (INRAE)	genevieve.gesanguizou@inrae.fr
QuantiFarm	<a href="https://quantifarm.eu/">https://quantifarm.eu/</a>	GAIA EPICHEIREIN Anonymi Etaireia Psifiakon Ypiresion (GAIA)	n_marianos@neuropublic.gr
Co-Fresh	<a href="https://co-fresh.eu/">https://co-fresh.eu/</a>	CNTA - Centro Nacional de Tecnologia Y Seguridad Alimentaria	iecheverria@cnta.es
EJP SOIL and related H2020 projects (SOMMIT, MINOTAUR, SERENA, ARTEMIS)	<a href="https://ejpsoil.eu">https://ejpsoil.eu</a>	INRAE - INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT (France)	Annamaria Bevivino ENEA
SOIL-HUB	not yet available	Roberta Farina CREA -IT	Annamaria Bevivino ENEA
SIMBA	<a href="https://simbaproject.eu">https://simbaproject.eu</a>	Anne Pihlanto Luke	Annamaria Bevivino ENEA



Name of the Project	Website	Coordinator	Contact within the consortium
MIRRI-IT	<a href="http://www.mirri-it.it">http://www.mirri-it.it</a>	Cristina Varese - Turin University	Annamaria Bevivino ENEA
AGROSERV	not yet available	CNRS -France	Claudia Zoani ENEA
INEXT DISCOVERY	<a href="https://inext-discovery.eu/">https://inext-discovery.eu/</a>	NKI - NATIONAL CANCER INSTITUTE - Netherlands	Claudia Zoani ENEA
DGR4FOOD	not yet available	TWINDS - Belgium	Claudia Zoani ENEA
METROFOOD-RI	<a href="http://www.metrofood.eu">www.metrofood.eu</a>	Claudia Zoani ENEA	Claudia Zoani ENEA
FOODSAFETY4EU	<a href="https://foodsafety4.eu">https://foodsafety4.eu</a>	CNR- Italy	Claudia Zoani ENEA
PROVIDE	<a href="https://www.project-provide.eu/">https://www.project-provide.eu/</a>	Michael Rychlik - Technical University of Munich - Analytical Food Chemistry	Claudia Zoani ENEA
Food Nutrition Security Cloud (FNS-Cloud)	<a href="http://www.fns-cloud.eu">www.fns-cloud.eu</a>	RTDS ASSOCIATION	Claudia Zoani ENEA
Energy Efficiency Research Alliance Joint Programme on Energy Efficiency in Industrial Processes (EERA JP-EEIP)	<a href="https://www.eera-eeip.eu">https://www.eera-eeip.eu</a> ; <a href="https://www.eera-eeip.eu/projects/research-facilities.html">https://www.eera-eeip.eu/projects/research-facilities.html</a>	Delft, Y.C. (Yvonne) van <yvonne.vandelft@tno.nl> (TNO)	Arianna Latini (ENEA)
Transferring Energy Save Laid on Agroindustry(TESLA)	<a href="http://www.teslaproject.org">www.teslaproject.org</a>	Juan Sagarna <sagarna@agro-alimentarias.coop> (Cooperativas Agroalimentarias)	Arianna Latini (ENEA)
Saving Cooperative Energy	<a href="https://scoope.eu">https://scoope.eu</a>	Juan Sagarna sagarna@agro-alimentarias.coop (Cooperativas Agroalimentarias)	Arianna Latini (ENEA)

Source. ECO-READY project



Table A4.  
Networks of general interest for inclusion in dissemination activities

Name of the Network	Website	Target audience
EFFAB: European Forum of Farm Animal Breeders	<a href="https://www.effab.info/">https://www.effab.info/</a>	Animal breeders
FAO	<a href="https://www.fao.org/home/en">https://www.fao.org/home/en</a>	National authorities with regard to food and agriculture
TUGIP - Turkey Food Innovation Platform	<a href="http://www.tugip.org.tr">www.tugip.org.tr</a>	All types of food stakeholders who are member of TUGIP including the primary producers, food industry stakeholders and retailers.
IFAMA	<a href="https://www.ifama.org/">https://www.ifama.org/</a>	Food business executives, academics, national and international policymakers, non-governmental organizations, consumer groups, agribusiness students.
European Technology Platforms (ETPs) Food for life	<a href="https://etp.fooddrinkeurope.eu/">https://etp.fooddrinkeurope.eu/</a>	Food industry business, other stakeholders.
Forum for the Future of Agriculture (FFA)	<a href="http://forumforagriculture.com">forumforagriculture.com</a>	Policymakers, agricultural/food system organisations, and environmental organisations (NGOs)
Advisory Group on Sustainability of Food Systems (AGSFS)	<a href="https://food.ec.europa.eu/horizontal-topics/expert-groups/advisory-groups-action-platforms/advisory-group-agsfs_en">https://food.ec.europa.eu/horizontal-topics/expert-groups/advisory-groups-action-platforms/advisory-group-agsfs_en</a>	Stakeholders with work related to the food system (agricultural organisations, environmental NGOs, retailers, farmers, etc)
European Habitats Forum	<a href="https://www.iucn.org/our-work/region/europe/our-work/eu-policy/european-habitats-forum">https://www.iucn.org/our-work/region/europe/our-work/eu-policy/european-habitats-forum</a>	Nature conservation NGOs working in EU policy
European Bureau for Conservation & Development (EBCD)	<a href="https://ebcd.org/intergroup/about/">https://ebcd.org/intergroup/about/</a>	European Parliament Intergroup on Climate Change, Biodiversity and Sustainability
ONEPLANET Sustainable Food System Programme	<a href="https://www.oneplanetnetwork.org">https://www.oneplanetnetwork.org</a>	Clusters representing government agencies, civil society organizations, research and technical institutions, UN agencies and other international organizations
Cluster CL.A.N Italian National Agrifood Cluster	<a href="https://clusteragrifood.it/en/">https://clusteragrifood.it/en/</a>	Business, Research, University, Local body
ICESP Italian Circular Economy Stakeholder Platform	<a href="https://www.icesp.it/">https://www.icesp.it/</a>	Business, Research, University, Local body
Agrofood BIC	<a href="http://www.agrofoodbic.it/">http://www.agrofoodbic.it/</a>	Business, Research and University
Ecological Movement Thessaloniki	<a href="https://ecology-salonika.org/">https://ecology-salonika.org/</a>	Civil Society - Citizens
International Association of Students in Agricultural and Related Sciences (IAAS Greece)	<a href="https://www.iaasgreece.gr/">https://www.iaasgreece.gr/</a>	University Students - Consumers
InCommon	<a href="https://incommon.gr/el/">https://incommon.gr/el/</a>	Civil Society - Citizens
Wise Greece	<a href="https://www.wisegreece.com/">https://www.wisegreece.com/</a>	Producers/Practitioners - Civil Society - Consumers

Source. ECO-READY project



Table A5.  
Forthcoming events where partners plan to participate and could potentially present ECO-READY results

Event	Dates	Location	Partner involved	Activities planned
European Federation of Animal Science (EAAP)	Tbd	Innsbruck, Austria	UED, possibly others	Poster presentation or talk
European Federation of Animal Science (EAAP)	Tbd	Innsbruck, Austria	UED, possibly others	Poster presentation or talk
Relevant events and workshops organized by Tugip	Tbd	Tbd	Migros	Presentation/panel
Conference organized by Kumpem	Tbd	Tbd	Migros	Presentation/panel
Forum for the Future of Agriculture (FFA) - Regular meetings	Regular meetings	Brussels and around Europe	IUCN	Open
Advisory Group on Sustainability of Food Systems	Recurring	Brussels/online	IUCN	Advisory Group - AGSFS (europa.eu)
EU Biodiversity Platform Meetings	Recurring	Brussels/online	IUCN	Open
EU Informal Meetings of Nature Directors	Recurring	EU Presidency country	IUCN	Open
European Habitats Forum Meetings	Recurring	Brussels/online	IUCN	Open
Regional Conservation Forum IUCN	Coming up in 2024	Europe (location TBA)	IUCN	open
World Conservation Congress IUCN	Coming up in 2025	Global (location TBA)	IUCN	open
Cibus	March 29-30, 2023	Parma	Confagricoltura	Dissemination: abstract and flyers distribution
Sana	Sept. 7-10, 2023	Bologna	Confagricoltura	Dissemination: abstract and flyers distribution
Ecomondo	Nov. 7-10, 2023	Rimini	Confagricoltura	Dissemination: abstract and flyers distribution
FruitAttraction	Oct. 3-5, 2023	Madrid	Confagricoltura	Dissemination: abstract and flyers distribution
Anuga	Oct. 2023	Colonia	Confagricoltura	Dissemination: abstract and flyers distribution
Fruit Logistica	Feb. 2024	Berlin	Confagricoltura	Dissemination: abstract and flyers distribution
Rimini Trade Fair	May 2-4, 2023	Rimini	Confagricoltura	Dissemination: abstract and flyers distribution



Event	Dates	Location	Partner involved	Activities planned
NET-SCIENCE TOGETHER - European Researchers' Night <a href="https://www.scienzainsieme.it/">https://www.scienzainsieme.it/</a>	Sept. 27 - Oct. 1, 2023	ROME(Italy)	ENEA	Seminars Exhibition
ECOMONDO- The Green Technology Expo <a href="https://en.ecomondo.com/">https://en.ecomondo.com/</a>	Nov. 7-10, 2023	RIMINI (Italy)	ENEA	Seminars Exhibition
Maker Faire <a href="https://makerfairerome.eu/en/">https://makerfairerome.eu/en/</a>	Oct. 20-22, 2023	ROME(Italy)	ENEA	Seminars Exhibition
Cibus <a href="https://www.promo.cibus.it/IT/">https://www.promo.cibus.it/IT/</a>	March 29-30, 2023	Parma (Italy)	ENEA	Seminars Exhibition
European Biotech Week <a href="https://biotechweek.org/">https://biotechweek.org/</a>	Tbd	Europe	ENEA	Seminars Conferences
EU Green Week 2023 <a href="https://environment.ec.europa.eu/eu-green-week-2023-partner-events_en">https://environment.ec.europa.eu/eu-green-week-2023-partner-events_en</a>	June 3-11, 2023	Europe	ENEA	Seminars Conferences
The Sustainable Development Festival <a href="https://2023.festivalsvilupposostenibile.it/en/english/">https://2023.festivalsvilupposostenibile.it/en/english/</a> <a href="https://2023.festivalsvilupposostenibile.it/cal/6/laboratorio-di-autocostruzione#.ZBAb0C1aZal">https://2023.festivalsvilupposostenibile.it/cal/6/laboratorio-di-autocostruzione#.ZBAb0C1aZal</a>	May 8-24, 2023	Italy (different events in different cities)	ENEA	Seminars
17th International Conference ETAGRO 2023	Nov. 2-3, 2023	Thessaloniki	AUTH (Agro)	Brief presentation of the project and reporting its impact.
18 <sup>th</sup> European Forum on System Dynamics and Innovation in Food Networks	Feb.-12-16, 2024	Garmisch-Partenkirchen	proQuantis	Presentation of project and first results

Source. ECO-READY project





Table A6.  
“Generic” Communication, Exploitation and Dissemination activity plans of project partners (as of April 2023)

Possible work package link <sup>1</sup>	Format	Language	On-/offline	When	Partner	Target group	Pathway to impact (suggested link to impact categories) <sup>2</sup>
WP1, WP2, WP6	Newsletter	Italian and English	Open	Open	ENEA ENEAinform@ <a href="https://www.media.enea.it/en/eneainform-english-version.html">https://www.media.enea.it/en/eneainform-english-version.html</a>	National and international media, companies, public administrations, local bodies, associations and institutions.	All Pathways to Impact
WP3, WP2	Regional events, info-days, workshops, informal events	English	Online /offline	M25-M30	WHITE-LLs	co-design plan of awareness raising actions with LLs // info days, workshops and informal events to promote ECO-READY results The plan will foresee the participation of LLs members and project partners in external events.	All Pathways to Impact
WP1, WP2, WP5	Social media posts	open	Open	M4,6,12,15,21,25 (3 posts per year)	Simona Jaćimović, Marjana Vasiljević	diverse (different stakeholders)	All Pathways to Impact
WP1, WP2, WP5	Field day promotion	Open	Open	M10,20,30,40	IFVC team	diverse (different stakeholders)	All Pathways to Impact
WP1, WP2, WP5	Web site news	open	Open	M12	IFVC team	diverse (different stakeholders)	All Pathways to Impact
WP1 to WP6	LinkedIn	English	Online	Open	CRA	Academics, practitioners, policymakers, consumers	All Pathways to Impact
WP1 to WP6	Cranfield Centre of Procurement, logistics & SCM Newsletter	English	Open	Open	CRA	Academics, practitioners, policymakers	All Pathways to Impact
WP5, WP6	Input to newsletter (e.g IUCN mailing list)	English	Online	Open	IUCN	IUCN network (EU and national policymakers, civil society, industry groups)	All Pathways to Impact



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Table A7.  
“Specific” Communication, Exploitation and Dissemination activity plans of project partners (as of April 2023)

Possible work package link <sup>1</sup>	Format	Language	On-/offline	When	Partner	Target group	Pathway to impact (suggested link to impact categories) <sup>2</sup>
All	Kick-off meeting - 1st GA meeting	English	Physical	January 2023	CZU	Project partners. Project scope and visions, recapitulation of tasks assignment, budgetary issues, managerial issues	All Pathways to Impact
WP4	Co-creation workshop	English	Online	M6-M20	WHITE to organize Partners to participate	Co-creation workshop in relation to WP4 (user requirements identification for Observatory)	Pathway to impact #1
WP1 - 1st	Introduction of the awarded LLs.	English	Physical/ hybrid	M13	ENEA/CZU	Living Labs. The WP1 team will present the proposed shortlisted products/crops for investigation. The concept will be presented to JRC	Pathway to impact #1
WP2	Focus groups	English	Online	M15	AUTH	Four focus groups will be implemented, each dedicated to a European macro-region (north, south, west, and east) and covering all biogeographic regions. In each group, <b>stakeholders’ representatives of the policy and practice from the agricultural production, food, biodiversity, climate and other related sectors</b> will participate to reflect on the most important regional, EU and global needs, challenges and trends of their sectors.	All Pathways to Impact
WP3	EU workshop	English	Online	M18-M48	WHITE - partners	2 workshops aimed at defining exploitation pathways for the LLs	All Pathways to Impact



Possible work package link <sup>1</sup>	Format	Language	On-/offline	When	Partner	Target group	Pathway to impact (suggested link to impact categories) <sup>2</sup>
WP3	Living Lab Info Days	English	Online	M20-M24	Living Labs (LL)	Regional events, organised by the LLs, 10 hybrid events-info days where the ECO-READY partners will promote the project	All Pathways to Impact
WP2	EU conference	English	Online/Off line	M24 & M48	WR will organise WHITE will participate	2 EU conferences organised by WR to present progress to EU stakeholders and create awareness around the Observatory	Pathway to impact #1
WP2	WP2- Training Webinars	English	Online	M24 & M48	CZU	Regional (10) and EU level (2) webinars aimed at delivering the training material to target stakeholders	Pathway to impact #1
WP1	WP1 - 2nd workshop	English	Online	M19	WR	The second workshop will take place in order to train the LL participants in scenario development, and the utilization of the drivers; here, we will also introduce the compound impact/event concept to the LL stakeholders. assessments will take place, and the shortlisted scenarios will be defined for quantification (modeling)	Pathway to impact #1
WP4	Awereness raising - presentation of the Observatory	English	Physical/ hybrid	M19	WR	A plan for EU-level (and replicable to regional level) awereness raising actions will be designed and deployed to effectively resonate with the target groups	Pathway to impact #1
WP1	National workshop	English	TBC	Tbd	UED	Livestock producers and breeders	Pathway to impact #1



Possible work package link <sup>1</sup>	Format	Language	On-/offline	When	Partner	Target group	Pathway to impact (suggested link to impact categories) <sup>2</sup>
WP1	EU conference	English	offline	2024	UED	Livestock producers and breeders	Pathway to impact #1
WP1, WP2, WP5	Café talk	Open	online	M24	IFVC team (Selected members)	scientists/students	Pathway to impact #1
WP3	Living Lab dissemination events + webinars	Open	Physical/Hybrid	M25 - M30	Living Labs (LL)	Regional events, organised by the LLs, 10 hybrid events and training webinars targeted at the LLs as well as 2 EU level training events	Pathway to impact #1
WP1	WP1 - 3 <sup>rd</sup> Workshop	English	Physical/hybrid	M28	CRA/CZU/	The third Workshop will take place for the LLs to present their scenarios incl. Vertical and horizontal comparative studies to the WP1	Pathway to impact #1
WP6	WP6 - 1 <sup>st</sup> Workshop	English	Physical/hybrid	M28	CRA/CZU/	Dissemination key findings to stakeholders	Pathway to impact #3
WP1, WP4	International academic conference	English	Physical	M30	proQuantis	Presentation of WP1 and WP4 results, feedback from academical field	Pathway to impact #1
WP1, WP2, WP5	Publication	Open	online	M36	IFVC team	scientific community	Pathway to impact #1
WP1 to WP6	National conference	English	Hybrid	2023/2024	CRA	Industry and other stakeholders	Pathway to impact #1
WP1 to WP6	Publication	English	Open	No data	CRA	Academics, practitioners, policymakers	Pathway to impact #2
WP5	WP5 1st workshop	English	Hybrid	M37	IUCN/CZU	EU policymakers	Pathway to impact #2
WP6	WP6 2nd workshop	English	Hybrid	M37	IUCN/CZU	EU policymakers	Pathway to impact #2
WP5, WP6	Publication (e.g. briefs / brochures / papers) articulating policy recommendations based on findings of the LLs	English	Online	M36	IUCN/IFOAM	EU policymakers, civil society, broader public	Pathway to impact #2



Possible work package link <sup>1</sup>	Format	Language	On-/offline	When	Partner	Target group	Pathway to impact (suggested link to impact categories) <sup>2</sup>
WP5	WP5 Policy dissemination event	English	Hybrid	M42	IUCN	EU policymakers	Pathway to impact #2
WP6	Match-funding events 1, 2 & 3	English	Physical/ hybrid	M42 & M44	CZU, CRA	Three match-funding events with key stakeholders. One can be in London targeting City, one in Brussels targeting investment angels and the other in Frankfurt which is a strong financial centre in Europe.	All Pathways to Impact
WP6	Living lab postproject sustainability events	English	Physical/ hybrid	M42 - M48	Living Labs (LL)	regional event, organised by living labs, costs only for travel, 10 hybrid events	All Pathways to Impact
WP1, WP2, WP4, WP5, WP6	EU workshop	English	On/Offline	June	Confagricoltura	Project partners, European Institutions (i.e. Eu Commission), interested stakeholders (i.e. farmers)	To de defined
WP1, WP2, WP4, WP5, WP6	EU workshop	English	On/Offline	Within Nov. 2023	Confagricoltura	Copa-Cogeca premises (Eu institutions and interested stakeholders)	To de defined
WP1, WP2, WP4, WP5, WP6	National workshop	Italian	On/Offline	Within Dec. 2023	Confagricoltura	<b>Confagricoltura's stand in</b> international exhibition	To de defined
WP1, WP2, WP4, WP5, WP6	Publication	Italian	open	Open	Confagricoltura	Mondo agricolo (agriculture sector)	To de defined
WP1, WP2, WP6	Training course POLIMI Graduate School of Management (Milano)	English	At the presence	Apr. 19, 2023	ENEA - JRC Ispra (VA) Italy	Students Master in Energy Management and Sustainability Management	Not applicable
WP1, WP2, WP6	EU workshop	English	Open	SIMBA Project final event Sept. 26-27, 2023 Synergies with European Projects and RI	ENEA	SMEs, Research and University	Pathway to impact #1



Possible work package link <sup>1</sup>	Format	Language	On-/offline	When	Partner	Target group	Pathway to impact (suggested link to impact categories) <sup>2</sup>
WP1	National workshop	Italian	open	ECOMONDO Nov. 7-10, 2023	ENEA	Research and Business	Pathway to impact #1
WP1, WP2, WP6	EU conference	English	open	Open	ENEA	Research and University	Pathway to impact #1
WP1, WP2, WP6	National conference	Italian	Open	Open	ENEA	Research	Pathway to impact #1
WP1, WP2, WP6	Virtual visit	Italian	open	Open	ENEA (for example <a href="http://www.teravista.it/enea_casaccia_2021/">http://www.teravista.it/enea_casaccia_2021/</a> )	General public	To de defined
WP1, WP2, WP6	Publication	Italian and English	Open	Open	ENEA EAI Energy, Environment and Innovation magazine of ENEA <a href="https://www.enea.it/en/publications/eai-energia-ambiente-e-innovazione">https://www.enea.it/en/publications/eai-energia-ambiente-e-innovazione</a>	Research, public administrations, local bodies, association and institutions.	All Pathways to Impact
WP5	Workshop for testing contingency plans	English	Online	M46	proQuantis	JRC, Policy Making representatives	Pathway to impact #3
All	Final GA Meeting -	English	Physical/ hybrid	M47	AUTH/CZU/ WHITE	Closing of project, conclusions	All Pathways to Impact
WP2	WP2- 2nd EU level conference	English	Physical/ hybrid	M47	AUTH/CZU	EU conference connected to the Observatory that will present our progress to EU stakeholders and create awareness around the Observatory	Pathway to impact #3





Possible work package link <sup>1</sup>	Format	Language	On-/offline	When	Partner	Target group	Pathway to impact (suggested link to impact categories) <sup>2</sup>
All	Awareness raising -	English	Physical/hybrid	M47	AUTH/CZU/WHITE	A plan for EU-level (and replicable to regional level) awareness raising actions will be designed	All Pathways to Impact

<sup>1</sup> Possible relationship with work package activity; <sup>2</sup> Suggested link to impact categories



## Appendix B

Open reflections on possible dissemination, exploitation, and communication activities towards serving impact categories (for further discussion and elaboration among project partners)

Table B1.  
Impact considerations Key Result “Network of Living Labs”.

Key result	Target				
RI1.1/ Ro1.1: Network of 10 Living Labs	A network of 10 LLs with participants from >2 parties, From KO5: “LL partnerships will be required to include a community of users which will broaden stakeholder engagement and support the translation of data into useful knowledge for the public and policy makers” <sup>4</sup>				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Impact 1 and Outcome 1:</b> KSHs able to improve understanding of the potential of ecosystems and sectors (agriculture, processing and retail) for mitigation, based on the sustainable management of natural resources (SMNR) with the help of the Observatory	X	X	X	<u>Living Lab partnership participants<sup>1</sup></u> / Collaborating in the establishment of the Living Lab network.	WP3
		X		<u>Academics</u> / Presenting findings in relevant academic events & publishing on academic journals.	WP1
	X	X		<u>Regional Farmers &amp; Public agencies in charge of Natural resources management</u> / Providing understandings on sustainable natural resources management and their potential for climate change mitigation in the context of the 10 Living Labs as part of the “analysis of the knowledge created” <sup>1</sup> in each Living Lab. (D3.2 / T3.4)	WP3
		X		<u>Regional Farmers , Policy makers, Policy administrators &amp; Natural conservancy advocates</u> / - Invitation to dissemination events about the Observatory’s capabilities. - Policy briefing	WP2

<sup>4</sup> Key Objective 5 in “Table 1 Cohesion between ECO-READY KOs, MOs, and Work Programme topic” in ECO-READY Project overview, page 4.

**Table B2.**  
Impact considerations Key Result “Use cases”

Key result	Target				
Ro1.2: Use cases shared by the LLs	5 local cases analysed and disseminated by each LL (total 50); these cases will focus on products (foods and crops) of regional and EU wide importance. LL cases may focus on e.g. shifting production from input-intensive to knowledge-intensive agricultural practices, local food production and short/peri-urban supply chains, transition to more sustainable farming practices, etc.				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Outcome 1:</b> KSHs whose participation is important in: - the development and modelling of the scenarios in WP1, - the contingency plans, - the policy recommendations and, eventually the resilience strategies produced in WP5.	X	X	X	<u>Living Lab partnership participants /</u> Collaborating in the development of the 5 use cases in each Living Lab	WP1 WP3
	X			<u>Policy makers, Policy Administrators /</u> Permanent bidirectional communication through the development of the use cases with an emphasis on the accuracy and relevancy of the data collected and the data to be collected to ensure early legitimacy for the use cases among the scientific and technical food systems community.	<u>WP1</u>

Source. ECO-READY project

**Table B3.**  
Impact considerations Key Result “Environmental impacts of drivers of changes”.

Key result	Target				
Ro1.3: Environmental impacts of the driver of changes	Anticipatory LCA (Lifecycle Assessment) will be implemented on at least half of the selected modelled scenarios (WP5); environmental impacts and benefits of changes and innovations in agricultural key areas will be assessed. This assessment will include the environmental impact of the market responses to these changes. On the other hand, key social impacts and benefits will be assessed through the use of a series of social indicators as part of the social LCA framework.				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Outcome 1:</b> KSHs whose participation is important in: - the development and modelling of the scenarios in WP1, - the contingency plans, - the policy recommendations and, eventually the resilience strategies produced in WP5.	X			<u>Policy makers, Technical Food Systems European actors</u> Early announcements about the use of LCA will be done for all relevant channels. Further explanations about the methods and how they will be used could contribute to enhance comprehension and legitimacy of the scenarios in the European Food Systems community.	WP1 WP5

Source. ECO-READY project

**Table B4.**  
Impact considerations Key Result “Knowledge database”

Key result	Target				
RI2.1: Knowledge database with easy to use access tools	The project will provide knowledge bases by combining state-of-the art knowledge on climate change and food security, newly created knowledge through engagement of the LL Network and the databases and maps on land use and land use change provided by <b>one of our partners</b>				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Impact 2:</b> KSHs whose participation is important in the consolidation of “advanced understanding and science to support adaptation and resilience of natural and managed ecosystems, water and soil systems and economic sectors in the context of the changing climate”		X		<u>Policy makers, Academia, Administration and Advisory groups, Interested businesses, Food security advocates</u> / <ul style="list-style-type: none"> <li>Developing press releases for specialized media</li> <li>Partnering with specialized events to inform about the availability of the database</li> <li>Developing specific dissemination events held by the project</li> </ul>	WP3 WP4

Source. ECO-READY project

**Table B5.**  
Impact considerations Key Result “Training on Knowledge database”

Key result	Target				
RI2.2: Training on the use of knowledge bases	The observatory will offer training services for using the knowledge bases in policy, business, academia, and the society partly for free depending on the status of interested groups				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Impact 2:</b> KSHs whose participation is important in the consolidation of advanced understanding and science to support adaptation and resilience of natural and managed ecosystems, water and soil systems and economic sectors in the context of the changing climate		X	X	<u>Policy makers, academia, Technical Food Systems European actors, Interested businesses, Food security advocates /</u> <ul style="list-style-type: none"> <li>Partnering with specialized events in Europe to inform about the availability of training services about the knowledge bases</li> <li>Using different available channels to communicate the availability of training services about the knowledge bases.</li> <li>Developing specific dissemination events held by the project</li> </ul>	WP6

Source. ECO-READY project

**Table B6.**  
Impact considerations Key Result “Regular services”

Key result	Target				
RI3.1: Provision of regular services to stakeholders in policy, business, academia, and society in general	The observatory will provide ongoing services that could generate financial returns including regular foresight judgements, monitoring reports, knowledge events, and focused consultancy services.				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Impact 3:</b> Stakeholders requiring solutions for tackling emerging threats and support decision-making in climate change mitigation and adaptation policies at European and global levels	X	X	X	<u>At National Level:</u> <ul style="list-style-type: none"> <li>Ministries in charge of natural resources management</li> <li>Agencies in charge of national planning</li> <li>Subnational and national public agencies in charge of natural resources management</li> <li>Cooperation agencies in European countries</li> </ul> Co-creating a portfolio of services with the above-mentioned stakeholders.	WP4 WP6
		X	X	<u>At European Level:</u> Sending the portfolio of services to specific actors at the European Union level	WP4 WP6

Source. ECO-READY project

**Table B7.**  
Impact considerations Key Result “Policy advice”

Key result	Target				
RI3.2: Serving policy for coping with potential shocks and contingencies in food security	The policy hub will assure the availability of the most actual policy advice regarding potential shocks and proposed activities in case of contingencies in food security through utilizing its modelling framework and interacting with the Living Lab Network				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Impact 3:</b> Stakeholders requiring efficient monitoring, assessment and projections related to climate change impacts, mitigation and adaptation		X		<u>Policy makers / Technical Advisors for democratic parties along Europe</u> <ul style="list-style-type: none"> <li>Partnering with specialized events in Europe to inform about the availability of policy advice services for mitigation and adaptation to climate change related shocks</li> <li>Using different available channels to communicate the availability of policy advice services for mitigation and adaptation</li> <li>Developing specific dissemination events held by the project</li> </ul>	WP5 WP6

Source. ECO-READY project

**Table B8.**  
Impact considerations Key Result “Better policies and strategies”

Key result	Target				
RI4.1: Better policies and strategies	The policy recommendations developed in this project are embedded into new and reviewed agri-food policies at the EU and national level, which establish objectives and mechanisms to reduce GHG emissions and maintain and enhance the carbon sequestration capacity of ecosystems.				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Impact 4:</b> Stakeholders able to directly foster climate change mitigation in the primary sector, including the reduction of GHG emissions, maintenance of natural carbon sinks and enhancement of sequestration and storage of carbon in ecosystems	X	X	X	<u>Policy makers working on agri-food policies at the EU and national level/</u> Integrating national technical advisors and officers for policy makers in European governments in the discussion of policy recommendations	WP5
		X		<u>Farmers/Food retailers/General Society</u> Developing a social media campaign to promote the understanding of the potential the primary sector has in the control of GHG levels in the atmosphere and the role of better policies in its materialization.	WP5

Source. ECO-READY project

**Table B9.**  
Impact considerations Key Result “Science findings into policy recommendations”

Key result	Target				
Ro2.1: Findings from the Living Labs and the Observatory are translated and communicated into policy recommendations	Elaboration of policy recommendations aiming to improve the resilience and sustainability of the EU food system – such recommendations will be summarised into reports, policy briefs or devoted papers adapted to the different policy processes (>3, focused on the CAP, EU Green Deal elements - Biodiversity and Farm to Fork strategies, Circular Economy Action Plan - and the Sustainable Food System Framework). Dissemination of ECO-READY policy recommendations on key fora and devoted meetings (>5 events and meetings)				
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
<b>For Outcome 2:</b> Stakeholders responsible for better informed policies and strategies regarding mitigation and adaptation to climate change		X		<u>Policy makers working on agri-food policies at the EU and national level/</u> <ul style="list-style-type: none"> <li>Inviting selected impactful stakeholders to devoted meetings to communicate final findings from the Living Labs and the Observatory</li> <li>Attending to key specialized events and fora to present the core project findings</li> <li>Developing policy briefs</li> </ul>	WP5
	X			<u>Farmers/Food retailers/Food Industry / General Society</u> Developing a social media campaign to promote the main findings and the respective policy recommendations	WP5

Source. ECO-READY project



**Table B10.**

Impact considerations Key Result “Science findings into policy recommendations”

Key result	Target			Specific Key Stakeholders (KSHs) / Key Activity	Work Package
Link to outcome / impact	C	D	E		
RI5.1: Adapted land use maps and development path towards adoption	The present land use maps match the present climate and food security situation. Assuring food security under future scenarios requires adaptations of present land use and policies for facilitating change				
<b>For Impact 5:</b> Stakeholders managing land use policy and stakeholders managing water and soil resources.		X		<u>Land use policy agencies at subnational or national level/</u> <u>Ministries in charge of natural resources management</u> <u>/Agencies in charge of national planning / Subnational and</u> <u>national public agencies in charge of natural resources</u> <u>management / Cooperation agencies in European</u> <u>countries/climate adaptation agencies / agencies and</u> <u>advocates for food security</u> <ul style="list-style-type: none"> <li>Developing specific dissemination events held by the project</li> </ul>	WP1 WP4 WP6

Source. ECO-READY project

**Table B11.**

Impact considerations Key Result “distributed knowledge base”

Key result	Target			Specific Key Stakeholders (KSHs) / Key Activity	Work Package
Link to outcome / impact	C	D	E		
RI6.1: Knowledge provision through Network of Living Labs and databases specialized in food security, biodiversity, climate change	The knowledge base provided through analysis, simulation, and experimentation (see impact #5) will be accessible through the observatory and widely distributed especially through regular events (Annex – Part A) and workshops to policy, business, and academia for initiating further research and initiating change				
<b>For Impact 6:</b> Stakeholders managing scarce resources, in particular soils and water, thus mitigating climate related risks, in particular desertification and erosion		X		<u>Land use policy agencies at subnational or national level/</u> <u>Ministries in charge of natural resources management</u> <u>/Agencies in charge of national planning / Subnational and</u> <u>national public agencies in charge of natural resources</u> <u>management / Cooperation agencies in European</u> <u>countries/climate adaptation agencies / agencies, advocates</u> <u>for food security, business and academia</u> <ul style="list-style-type: none"> <li>Developing specific dissemination events held by the project (workshops, others)</li> </ul>	WP1 WP4

Source. ECO-READY project

**Table B12.**

Impact considerations Key Result “Improved national implementation of EU policies related with the management of natural resources”

Key result	Target					
RI6.2: Improved national implementation of EU policies related to the management of natural resources	The key decision-makers are aware and consider the policy recommendations and results from ECO-READY in the definition of crucial national policies, such as the CAP Strategic Plans.					
Link to outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package	
<b>For Impact 6:</b> Stakeholders managing scarce resources, in particular soils and water, thus mitigating climate related risks, in particular desertification and erosion	X	X	X	<u>Policy makers working on agri-food policies at the EU and national level/ Integrating</u> national technical advisors and officers for policy makers in European governments in the discussion of policy recommendations		

Source. ECO-READY project

**Table B13.**

Impact considerations Key Result “Modelling framework for dealing with shocks”

Key result	Target					
Ro 3.1: Modelling framework for dealing with shocks	The shock modelling framework allows regularly updated foresight studies in policy support for avoiding shocks or reducing the effects of shocks that may arise.					
Audience per outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package	
Stakeholders responsible to directly improve resilience of European food security to shocks such as those arising from various drivers of change, including climate change, including through the development of strategies and policies	X	X		<u>Cooperation agencies in European countries/climate adaptation agencies / crisis management and response agencies/ agencies and advocates for food security and social protection agencies/</u> <ul style="list-style-type: none"> <li>Sending the portfolio of services with an emphasis on the Modelling framework to be used for adaptive management and policy to climate change shocks.</li> <li>Developing specific events on climate resilience against shocks and the use of the modelling framework</li> </ul>	WP1	
				<u>Academics/</u> Creating a continuous information flow about the new updates linked to the Modelling Framework to be used for academics in Europe interested in shock resilience for food security	WP1	

Source. ECO-READY project

**Table B14.**

Impact considerations Key Result “Framework for development and update of contingency plans”

Key result	Target				
Ro3.2: Framework for development and update of contingency plans	The framework provides the basis for regular updates of contingency plans that support policy in dealing with emerging food security problems by reducing severity or avoiding their realization.				
Audience per outcome / impact	C	D	E	Specific Key Stakeholders (KSHs) / Key Activity	Work Package
Stakeholders responsible to directly improve resilience of European food security to shocks such as those arising from various drivers of change, including climate change, including through the development of strategies and policies	X	X		<u>Cooperation agencies in European countries/climate adaptation agencies/crisis management and response agencies/ agencies and advocates for food security and social protection agencies/</u> <ul style="list-style-type: none"> <li>Sending the portfolio of services with an emphasis on the Modelling framework to be used for adaptive management and policy to climate change shocks.</li> <li>Developing specific events on climate resilience against shocks and the use of the Modelling framework</li> </ul>	WP5 WP6  WP5

Source. ECO-READY project