

# **WP2 Stakeholders' Engagement and Empowerment**

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White



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## WP2 - Objectives

- 1 Understand the main challenges, needs, intentions and preferences of citizens and ECO-READY stakeholders around food security, biodiversity and climate change
- 2 Address existing stakeholders' knowledge and skills gaps and lead to a higher engagement around the ECO-READY Observatory
- 3 Develop and test a set of interventions aiming to trigger consumers' behavioural change towards more sustainable patterns, supporting the development of more resilient agrifood systems





# WP2 - Stakeholders' engagement and empowerment

**WP Leader: WHITE RESEARCH**

**Duration: M1 – M48**

## Tasks

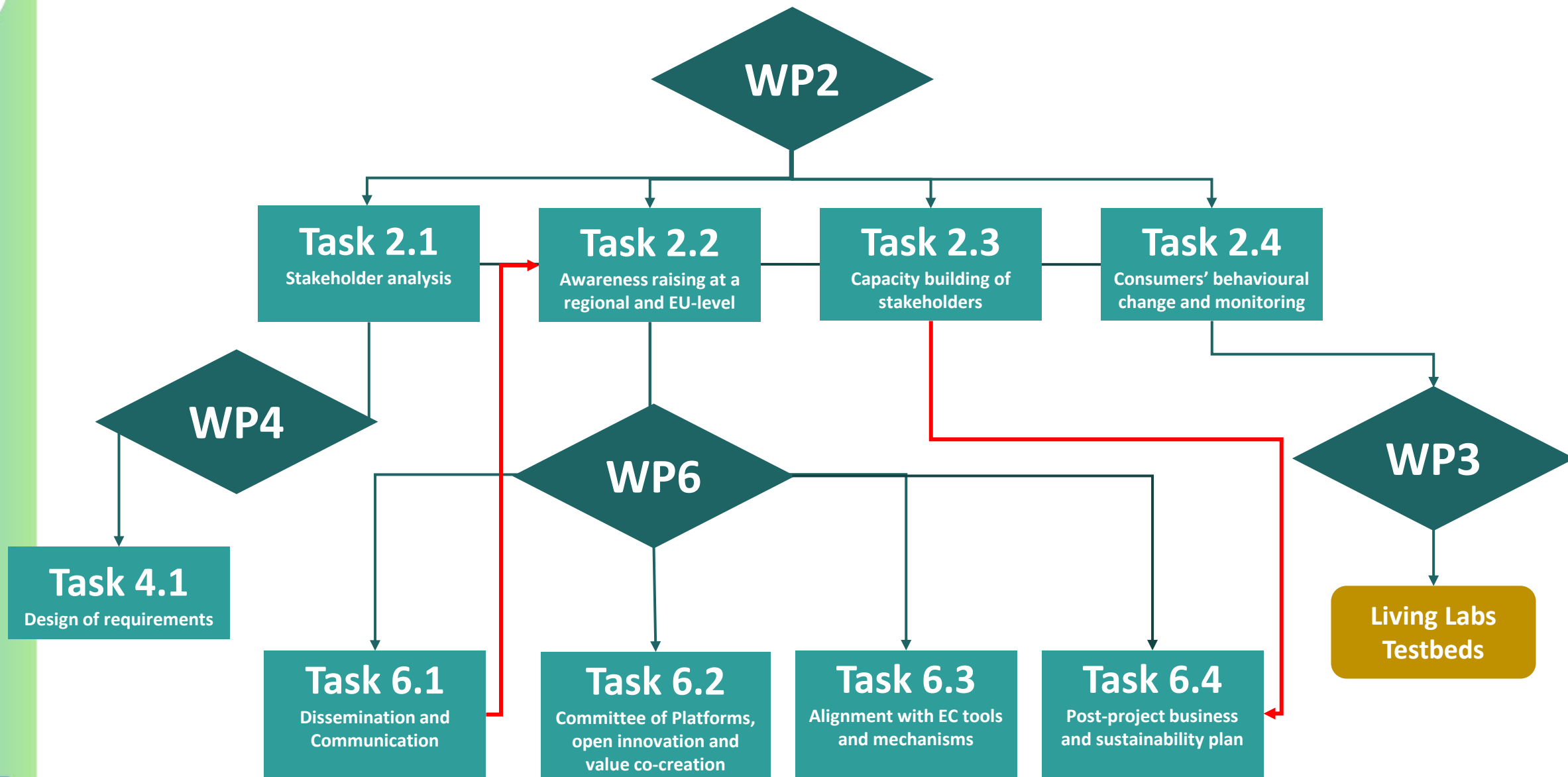
- ✓ T2.1: Stakeholder analysis
- ✓ T2.2: Awareness raising at a regional and EU level
- ✓ T2.3: Capacity building of stakeholders
- ✓ T2.4: Consumers' behavioural change and monitoring

Partner	PMs
CZU	22.00
PROQUANTIS	4.00
WHITE	60.00
FSH	10.00
MIGROS	9.00
AUTH	17.00
IFVCNS	10.00
WR	10.00
ENEA	4.00
CONFAGRICOLTURA	6.00
IFOAM EU	8.00
WU	8.00
IUCN EUROPE	5.00
Alternet	5.00
JRC	3.00
CUT	0.00
UEDIN	0.00
CRANFIELD	3.00



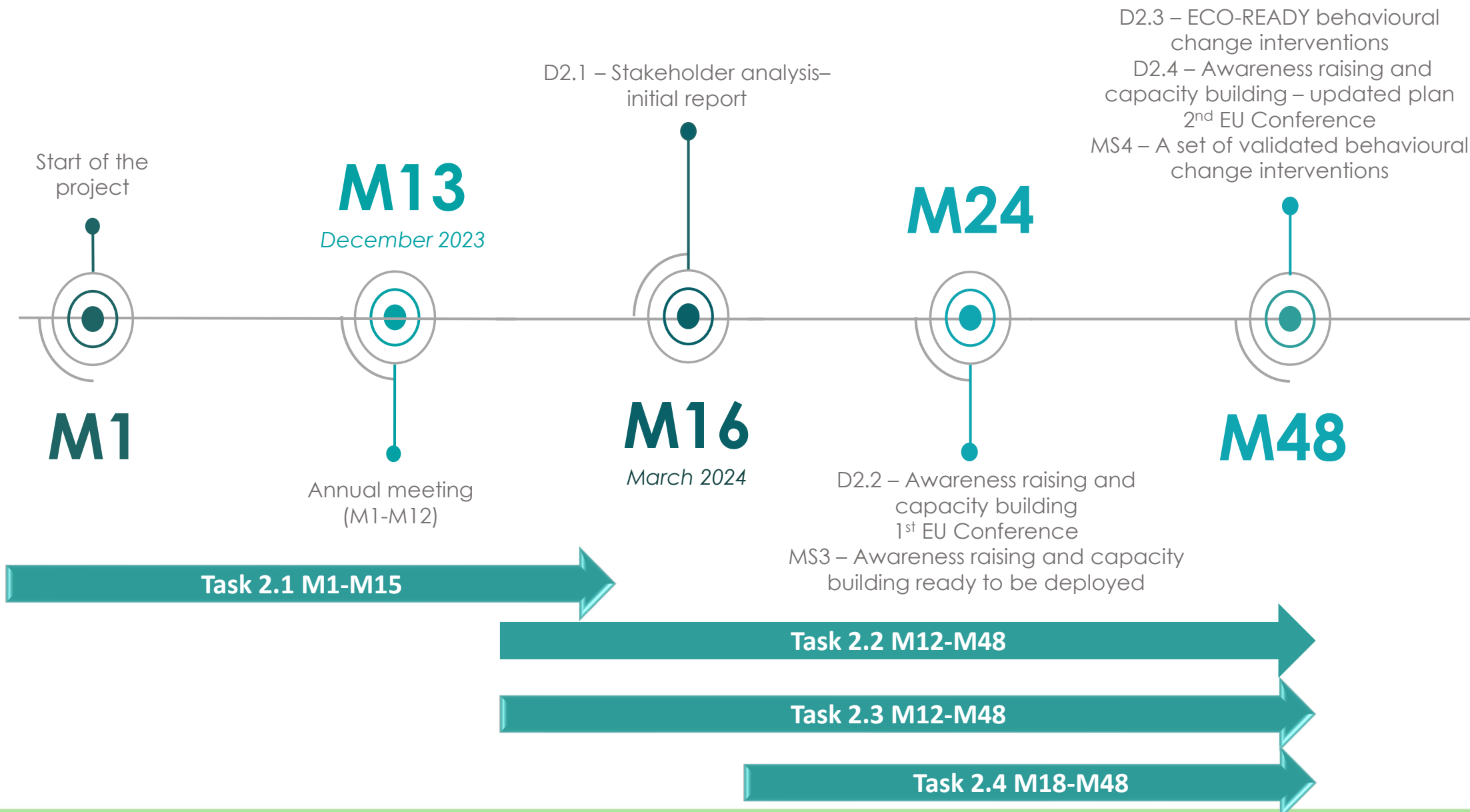


# WP2 – Interconnections with other Tasks





# WP2 – Timeline



WP2 tasks' duration





# Task 2.1 – Stakeholder analysis

**Task Leader:** AUTH

**Duration:** M1 – M15



## Participants

WHITE, IFVC, CZU, WR, IFOAM, IUCN, FSH, MIGROS, ENEA, CONFAGRI, CRA, WU, ALTERNET, JRC, proQuantis



## Deliverables

D2.1 – Stakeholder analysis (M16)



## Contribution

- ✓ Support stakeholder engagement efforts
- ✓ Support the development of consumer-driven resilience strategies
- ✓ Development of a suitable behavioural change interventional toolkit
- ✓ Support the design of the digital components of WP4





## Task 2.1 – Objectives



Understanding the main food security, biodiversity and climate change challenges, needs, and trends.



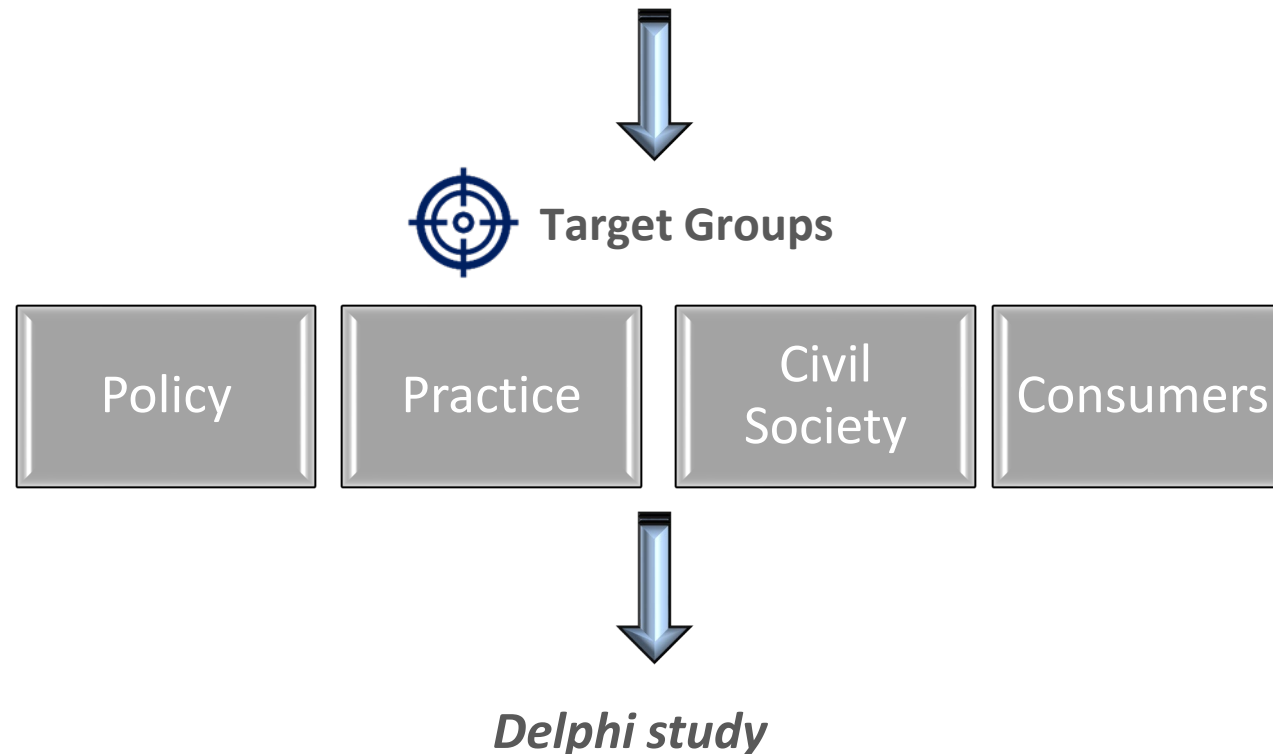
Analysing consumers' needs, interests and triggers of behavioural change towards more sustainable consumption.





## Task 2.1 – Delphi study methodology

**Desk research:** Reports, policy documents, academic publications, etc., regarding food systems, food security and sustainability.



Reflecting on the most important needs, challenges and trends of their sectors.







## Task 2.1 – Delphi study actions

- i. Identifying, contacting and recruiting participants (based on our partners networks).
- ii. Designing and applying the first-round questionnaire (SWOT).
- iii. Analysing the data of the first round & reporting i.e., rank in terms of importance and consensus.
- iv. Designing and applying the second-round questionnaire (Opportunities & Threats).
- v. Analysing the data of the second round and reporting.





## Task 2.1 – Delphi study Participants

- Number of participants/responders

Policy	8
Practice	14
Civil Society	12
Consumers	45
<b>Total</b>	<b>79</b>

- Geographical coverage

Greece	France
Belgium	United Kingdom
Serbia	Ireland
Estonia	Netherlands
Finland	Germany
Sweden	Slovenia
Italy	Poland



*Participants' distribution*





# Task 2.1 – First-Round Data Analysis

(IBM SPSS Statistics 29.0.0.0)

7-point Likert scale (1- Strongly Disagree / 7- Strongly Agree)

## Agreement

Median  $\geq$  5.00 -> High Agreement

## Consensus

*Interquartile Range (IQR): represents the absolute value of the distance between the 75<sup>th</sup> and 25<sup>th</sup> percentiles, with smaller values indicating a higher degree of consensus.*

<b>IQR <math>\leq</math> 1.00 *</b>	<b>Very strong consensus *</b>
1.00 < IQR $\leq$ 2.00	Strong consensus
2.00 < IQR < 3.00	Moderate consensus
IQR $\geq$ 3.00	Low consensus

Mattas, K.; Tsakiridou, E.; Karelakis, C.; Lazaridou, D.; Gorton, M.; Filipović, J.; Hubbard, C.; Saidi, M.; Stojkovic, D.; Tocco, B.; et al. Strengthening the sustainability of European food chains through quality and procurement policies. *Trends Food Sci. Technol.* 2022, 120, 248–253. Available online: <https://doi.org/10.1016/j.tifs.2021.11.021>





## Task 2.1 – Number of Statements per groups & Consensus achieved (%)

Group	First-Round number of Statements	Consensus achieved (%)	Second-Round number of Statements*
Policy	74	41.89 %	22 + 15 <i>Sectoral Questions</i> **
Practice	65	21.53 %	27 + 15 <i>Sectoral Questions</i> **
Civil Society	71	43.66 %	22 + 15 <i>Sectoral Questions</i> **
Consumers	69	44.92 %	26 + 15 <i>Sectoral Questions</i> **

\* In the second round, only statements pertaining to the Opportunities and Threats sectors are included (+ the Other Statements sector for Consumers).

\*\* Based on suggestions from experts during the first round (open-ended questions).





## Task 2.1 – Indicative Bibliography

- **Mattas, K.; Tsakiridou, E.; Karelakis, C.; Lazaridou, D.; Gorton, M.; Filipović, J.; Hubbard, C.; Saidi, M.; Stojkovic, D.; Tocco, B.; et al. Strengthening the sustainability of European food chains through quality and procurement policies. *Trends Food Sci. Technol.* 2022, 120, 248–253. Available online: <https://doi.org/10.1016/j.tifs.2021.11.021>**
- **Canessa, C., Vavvos, A., Triliva, S., Kafkalas, I., Vrachioli, M., & Sauer, J. (2022). Implementing a combined Delphi and Focus Group qualitative methodology in Nexus research designs—The case of the WEF E Nexus in Apokoronas, Crete. *Plos one*, 17(7), e0271443. Available online: <https://doi.org/10.1371/journal.pone.0271443>**
- **Ting Zhang, T. Zhang, Klaus G. Grunert, K. G. Grunert, & Yanfeng Zhou, Y. Zhou. (0000). A values–beliefs–attitude model of local food consumption: An empirical study in China and Denmark. *Food quality and preference*, 83, 103916. doi: [10.1016/j.foodqual.2020.103916](https://doi.org/10.1016/j.foodqual.2020.103916)**





## Task 2.1 – First-Round Results presentation

- 37<sup>th</sup> EFFoST International Conference 2023 – Sustainable Food and Industry 4.0: Towards the 2030 Agenda

6-8 November 2023 – Valencia, Spain

Title: *EU citizens' response to food security and climate change*



- 1<sup>st</sup> CROPDIVA International Symposium – Agrobiodiversity along the value chain

4-6 December 2023 – Ghent, Belgium

Title: *Recording consumers' awareness and attitudes towards a more diverse agro-food system*





## Task 2.1 – EU-wide survey



Conducted desk research to **identify factors that affect consumer behaviour** which were assessed through the survey (M4 – M6)

Target groups:

- Civil society, consumers at EU-level

Approach:

- One-round
- 3,000 participants
- Survey Monkey + Prolific





## Task 2.1 – EU-wide survey



The survey aims at analysing consumers' needs, interests and triggers of behavioural change towards more sustainable consumption

### EU-wide survey



- Developed the **Questionnaire** based on extensive market research | **WHITE**

**M7-M10**

### Survey Launch



- **Tool** | Survey Monkey + Crowdsourcing Platform (Prolific)
- One-round
- Collected **3,130** responses | **WHITE**

**M11 – M12**







# Task 2.1 – Questionnaire

## Questionnaire thematics



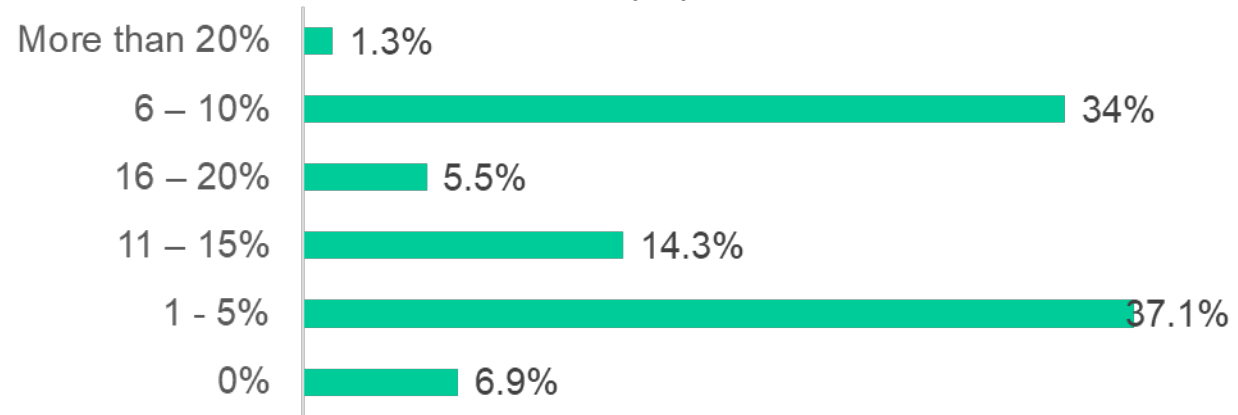
- Sustainable consumption
- Sustainable food consumption
- Sustainable food consumption focusing on the following factors: nutrition, economic, social, environmental, security and taste.
- Interests, Needs & Triggers
- Socio-demographic Questions





## Task 2.1 – Preliminary insights

Willingness to Pay Extra for Sustainable Products (%)



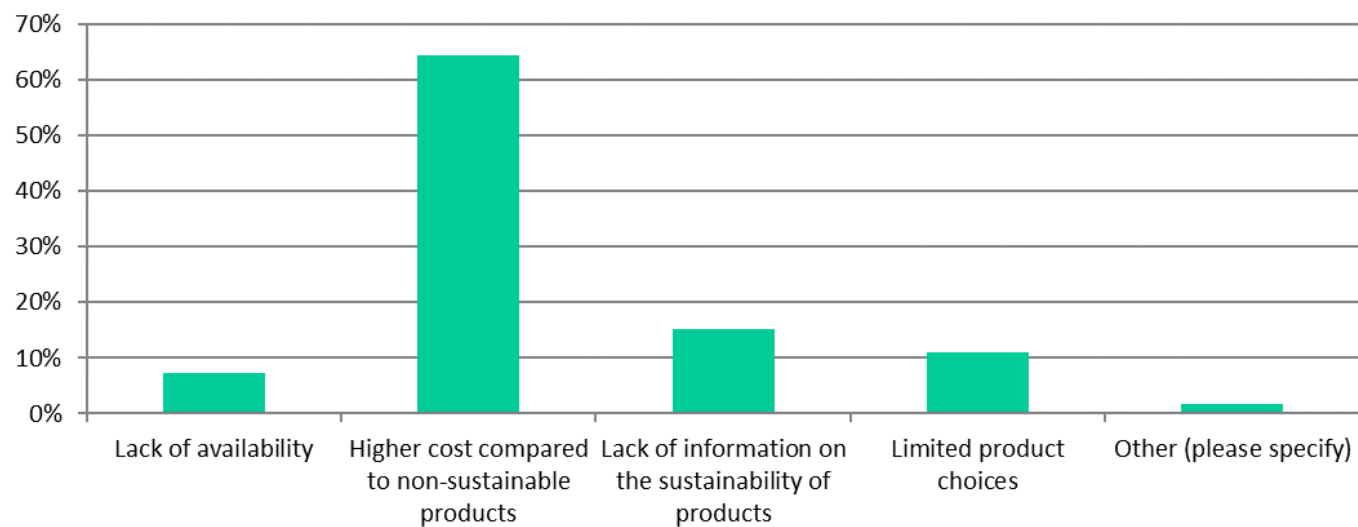
Weighted average: 2.76%





## Task 2.1 – Preliminary insights

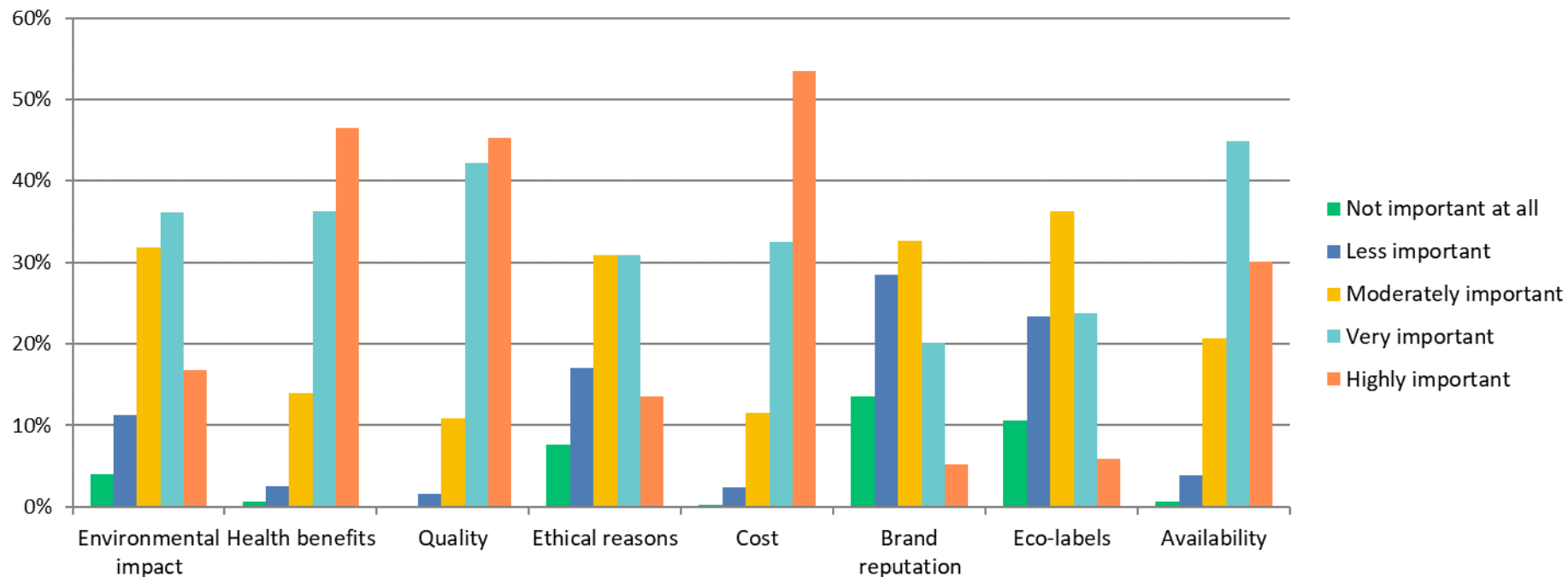
What challenges do you face when trying to purchase sustainable food products?





# Task 2.1 – Preliminary insights

On a scale 1-5, how important are the following factors for you to purchase sustainable food products?





## Task 2.1 – Next steps

### Survey analysis – input to D2.1



- Data analysis | WHITE
- Employing:
  - (i) **path analysis** to assess the different variables, and
  - (ii) **qualitative comparative analysis** to discern distinctive profiles based on the demographic and psychological characteristics of participants
- D2.1 Report | AUTH, WHITE

**M13 – M16**

Path analysis (Wright, 1934; Duncan, 2017)

Qualitative Comparative Analysis – QCA (Ragin, 1987; Ragin, 2000; Rihoux & Ragin, 2008; Schneider, & Wagemann, 2010)





# Task 2.2 – Awareness raising at regional and EU level

**Task Leader:** WHITE

**Duration:** M12 – M48



**Participants**

All partners of WP2



**Deliverables**

D2.2 – Awareness raising and capacity building (M24)



**Contribution**

✓ Establish and maintain high levels of social and stakeholders' engagement on LLs and Observatory throughout the project lifecycle.





## Task 2.2 – Awareness raising at regional and EU level

- 🎯 Deployment of awareness raising actions to increase the engagement of stakeholders in the LLs and the Observatory
- 🎯 Co-design and deploy a replicable plan with the LLs, focusing on spreading concise messages addressing challenges of each region
- 🎯 In this context, info days, workshops, and informal events by the LLs, to promote ECO READY results, leveraging social media and emphasizing the co-benefits generated by food resilience strategies
- 🎯 Organise 2 EU conferences connected to the Observatory to present progress to EU stakeholders to create awareness around the Observatory (WR – M24, M48)





## Task 2.2 – Action-plan

- Identification of LLs is finalised
- Initiate interactions with LLs' stakeholders to co-design the awareness raising actions
- Identify target groups our messages should reach
- Develop messages including utilisation of results from T2.1
- Desk research on types of suitable awareness raising actions
- Preliminary engagement of partners







## Task 2.3 – Capacity building of stakeholders

**Task Leader:** CZA

**Duration:** M12 – M48



**Participants**

CZU, WU, WR, CRA, AUTH, WHITE, UED, FSH, CUT, JRC



**Deliverables**

D2.4 – Awareness raising and capacity building – updated plan (M48)



**Contribution**

- ✓ Training modules & additional components will aim to make the use of the Observatory easier for our target audiences.
- ✓ Enhance the capacity of key stakeholder to facilitate their engagement and participation in the LLs and the Observatory.





## Task 2.3 – Capacity building of stakeholders

- 🎯 Analyse the capacity-building needs of relevant stakeholders along the food resilience value chain based on WP1 and Task 2.1 results.
- 🎯 Identify existing knowledge on food security through desk research, and develop training materials around food security, climate change, and biodiversity nexus
- 🎯 Deliver training through regional and EU level webinars starting from M24:
  - Regional: 1 webinar per LL
  - EU level webinars: 2 webinars





## Task 2.3 – Action-plan

- Liaise with CZU (task leader) regarding plan moving forward
- Analysis of the capacity building needs (based on WP1 and Task 2.1)
- Desk research to identify existing knowledge/ to be assessed & transferred to stakeholders in an easy-to-understand manner
- Dedicated modules on Observatory and its resources to be created (materials in English and selected national languages depending on requirements).
- Materials to be developed, updated & tested in cooperation with LLs and students at CZU
- Deliver training through regional (1 webinar per LL) and EU level webinars (2 webinars)





# Task 2.4 – Consumers’ behavioural change and monitoring

**Task Leader:** WHITE

**Duration:** M18 – M48



**Participants**

WR, AUTH, IFOAM, IUCN, MIGROS, Alternet, FSH, JRC



**Deliverables**

**D2.3 – ECO-READY behavioural change interventions (M48)**







**Contribution**

- ✓ Drive European society towards changing consumption habits and behaviours.
- ✓ Provision of behavioural insights that are based on consumer-driven interventions.





## Task 2.4 – Consumers’ behavioural change and monitoring

-  Design and run behavioural experiments to bring sustainable behavioural modification
-  Conduct a literature review, based on T2.1 findings, and define a list of potential interventions and select and apply the most suitable interventions.
-  Implement experiments in the context of use cases through online recruitment of participants
-  Provide consumer-driven elements to the resilience strategies and the policy activities of the project.





## Task 2.4 – Action plan

- Conducting a thorough literature review to identify a list of potential interventions





**Thank you for your attention !**

