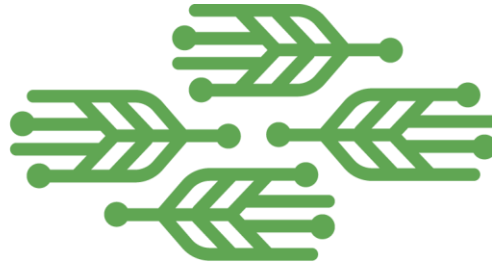


Deliverable D3.3 – WP3. HIKR communication, dissemination & exploitation strategies



# EURAKNOS

***Connecting Thematic Networks as Knowledge Reservoirs towards an European Agricultural Knowledge Innovation Open Source System***

## Task 3.3 HIKR strategies to communicate and disseminate to the end-user and exploit innovative knowledge and data.

### Summary

**Task description:** Report on HIKR strategies to communicate and disseminate to the end-user and exploit innovative knowledge and data.

**Results and conclusions:** A 2-day workshop was held in Paris on 12<sup>th</sup> and 13<sup>th</sup> December with end-users and TN practitioners to identify recommendations for appropriate and effective communication approaches, including the dissemination and exploitation of project results. As the core activity of a TN is the harvesting, disseminate, and exploitation of existing knowledge, the dissemination and exploitation strategy is an essential part of project design and execution. It is essential for a TN dissemination and exploitation strategy to ensure best fit first in terms of context, audience, and TN capacity followed secondly by best practice. A framework to support strategic decision making was developed outlining three complementary dissemination pathways to generate, multiply, and disperse knowledge. Further recommendations were made and good practice examples provided related to dissemination and exploitation tools and channels including the use of videos, social media, online forms, and farm demonstrations. Recommendations for scenarios were also outlined for the improvement, enhanced, or integration of the format in the e-knowledge reservoir.

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RAU	Lisa Williams van Dijk & Jessica Stokes		
Beneficiaries	Deliverable Co-Author (s)		
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## List of abbreviations and acronyms

EC	European Commission
EIP-AGRI	European Innovation Partnership
e-KRP	e-Knowledge Reservoir Platform
ERDN	European Rural Development Network
FAO	Food and Agriculture Organisation of the United Nations
FG	Focus Groups
HIKR	High Impact Knowledge Reservoir
IA	Innovation Actions
KIP	Knowledge Innovation Panel
KR	Knowledge Reservoir
OGs	Operational Groups
RDP	Rural Development Program
RIA	Research Innovation Actions
RN	Rural Network
SIB	Strategic Innovation Board
TNs	Thematic Networks
WG	Working Group
M&E	Monitoring and Evaluation
KTN	Knowledge Transfer Network
MAA	Multi-actor approach
P2P	Peer to peer
KE	Knowledge Exchange
CSA	Community Supported Agriculture
KPIs	Key Performance Indicators



## 1. Introduction

*'The future of innovation in European agriculture and forestry is based on the improved (digital) exchange of best practices between farmers, researchers, and advisors from different sectors and member states.'*

EURAKNOS aims to reinforce the EU agricultural knowledge base through the development of a blueprint for a data system that enables the farming/rural community easier access to best practices from all EU H2020 Thematic Networks (TNs). To realize this, the EURAKNOS project connects all TNs to 1.) map the stored knowledge within each network and 2.) to design a common data system to make this knowledge more accessible, findable, interoperable, and reusable for the agricultural innovation community in Europe. EURAKNOS brings together a project consortium of 17 different actors including academia, advisory centers, government institutions, SME, NGO, and farmer organizations from 11 EU countries from different regions in Europe. Some partners are involved in the European Rural Development Network and others are involved in other relevant H2020 proposals or have strong links with relevant European (e.g. EUFRAS, member of SCAR SWG-AKIS group) and international organizations (e.g. FAO, OECD, the European Agroforestry).

The main outcome of EURAKNOS is to have all the information from across these innovation networks more accessible to farming and rural communities by having it collated in one system. To do this, the EURAKNOS work packages are executing the following steps through four work packages:

Figure 1 Overview of the EURAKNOS project implementation steps



Thematic networks are multi-actor projects that collect existing knowledge and best practices on a given theme to make it available in easily understandable and engaging formats for end-users such as farmers, foresters, advisers, and others. This creates a huge opportunity for creative thinking and action, but also requires a clear understanding of the importance of good communication and



effective dissemination strategies, where success can be measured across multiple TN pathways. The objectives of WP3 were therefore to:

- define the best ways to collect, store and share information, knowledge, and data based on the qualitative and quantitative analysis carried out in WP2
  - identify recommendations for making outputs targeted to specific agriculture and forestry sectors and/or European regions
  - design a standardized but flexible HIKR architecture based on the best ways identified to disseminate, communicate and provide practical information to the end-user
- define the architecture of a standardized higher impact KR to maximize the impact of a KR based on key elements such as a successful multi-actor approach and innovation from the grass-root level

A common format for designing a TN will be developed using a bottom-up approach. To achieve this, WP3 will build on initial evaluation results of WP2 and strongly interact with the Knowledge Innovation Panel (KIP) (particularly its end-user representatives). The recommended KR methodology will, therefore, be based on the end-users' needs, providing up to date, easily accessible high-quality content and the key elements to maximize impact. WP3 will identify the best ways to disseminate, communicate, and inform innovative knowledge and data to the end-users, particularly farmers, foresters, and advisors. WP3 will also recommend technical guidelines to set up a HIKR (for TNs and multi-actor H2020 networks) embedded in the EIP-AGRI platform. WP3 will build on the evaluation of existing TN activities in WP2 and strongly interact with the KIP (in particular its end-user representatives) to harness the existing knowledge with TN networks and engage with end-users to validate the HIKR.

This report focusses on the outcome of Task 3.3: HIKR dissemination, communication, and exploitation strategies. Task 3.3 aimed to select the main tools to communicate and disseminate project results, ensure a focus on the need of the end-user and explore how best to inform end-users about the innovative knowledge and data present in HIKR.

The anticipated outcomes of activities sought were:

1. To produce a list of recommendations about how to set up and create a higher impact of an interactive knowledge reservoir platform by maximizing communication, dissemination, and exploitation activities. This list of recommendations was developed by exploiting the outcomes of WP2, engaging the expertise of the KIP and other key communication and knowledge exchange experts, and discussion and validation by all the partners involved in the work package. The synergized report, therefore, describes the collective optimal methodologies and practices to disseminate, communicate to and inform farmers, foresters, and advisors from within the existing TN, KT, and innovation community.

A **knowledge reservoir (KR)** is a collection of best materials, practices, instruments, methodologies and tools that contribute to the use of innovative solutions for sustainable agriculture and forestry.

A **high impact knowledge reservoir (HIKR)** strives to maximize impact through best content, structure and methodologies focused on urgent end-user needs. It provides the best ways, channels and tools, to reach the end-user (farmer, forester, and advisors).



2. To produce consolidated guidelines and best practice abstracts on existing and emerging topics that TNs can utilize to improve their communication and dissemination activities: ‘The use of social media,’ ‘Writing Practice Abstracts’ and ‘Engaging farmers in on-line forums.’
3. To propose a new EIP-AGRI set of common formats for practice abstracts which engage end-users and/or facilitators of end-users. The EIP-AGRI practice abstracts are potentially a central tool to spread knowledge but the format and distribution of which need to be optimized to engage end-users and exploit the potential of the internet. Besides the EIP-AGRI abstract sheets, much more project information and knowledge is available in different types of formats and therefore we aimed to investigate how the practice abstract could be a gatekeeper and link to these further KR materials to create higher engagement and impact.

The input for this report was collected through a 2-day workshop (Working Group 3) in Paris on 12<sup>th</sup> and 13<sup>th</sup> December 2019. This D3.3 report synthesizes all the results of the workshop. In chapter 2, the workshop methodology is described, followed by chapters 3 and 4 presenting the results of each activity, and in chapter 5 presents the resulting recommendations. Throughout the report, examples of good practice are used to illustrate the dynamic outcomes created by the workshop participants. Additionally, the practice abstracts developed from the content of the workshop are also included as outcomes in this report on page 16, page 25, and 30.



## 2. Methodology

KIP members were invited to participate in a 2-day workshop in Paris on 12<sup>th</sup> and 13<sup>th</sup> December. The working group 3.3 leads facilitated the group to identify recommendations for appropriate and effective communication approaches, including the dissemination of project results for TNs. A follow-up workshop with the EURAKNOS WP 3 team took place on 27<sup>th</sup> and 28<sup>th</sup> March in Brussels to analyze and consolidate the outcome of the working groups, plan a validation workshop, and the write up of the TN technical guidelines (T3.5).

### 2.1 Working group 3.3 objectives and content

This workshop built on the outcome of Task 2.2 and the discussions during the Budapest workshop and aimed to identify recommendations for best methodologies and practices to disseminate, communicate to, and inform end-users.

The workshop was designed by the working group leaders to maximize the time available with stakeholders for the intended outcomes. Both working group leaders are trained facilitators. During the workshop a variety of participatory tools and methods were used, such as a world café and post-it note exercises to enhance individual participation, sharing of ideas and discussion, and harvest participants' knowledge in an openly collaborative and creative environment. A detailed outline of the sessions included in Working Group 3 can be found in Annex A. Three core questions were considered:

- Communication strategies and tools for high impact communication to specific audiences: How to increase the public visibility of TNs and their results?
- Dissemination and exploitation to end-users: How to select the best blend of dissemination channels to share the project's results to end-users leading to the desired high impact KR (interpersonal, mass, and mid -media, digital and social).
- Common format: The EIP- AGRI practice abstracts are a central tool to spread knowledge. How can we improve the common formats for practice abstracts and link this effectively to the HIKR?

### 2.2 Working group 3.3 participants

In total 10 participants from a variety of relevant backgrounds participated in this working group. The participants were end-users, farmers, foresters, and advisors and/or representatives of these, representing gender, region, and sector balance from across the EU. Several of these were TN coordinators or are involved in TN activities.

The first exercise in the workshop was conducted to break the ice and get to know each other as well as sharing the overview of diversity and wealth of experiences within the group to the group. The following questions were used to facilitate this exercise and the responses demonstrating the diversity and expertise within the working group are displayed after each question:

*Q1 How many different types of actors are you working with?*

Integrated supply chain actors, NGO's civic society, advisory services, and vets, researchers/academic, Consultants, policymakers (governments at local, regional, and national level), private companies and SMEs, farmers, foresters, students, the levy board, farmer organizations, consumers/consumer-facing group, certifying bodies, retailers, community associations, EU and World Bank, schools, the general public.





*Q2 How many languages are you communicating in?*

English, Dutch, Spanish, Rumanian, Portuguese, French, Galician, Welsh, Hungarian, Russian, Lithuanian

*Q3 At how many levels are you working on local, national regional, international?*

Local, national, European, macro-regional, and sub-region.

*Q4 How many countries are you working in?*

1 to 2, 3, 4, 5, 20 to too many to count

*Q5 How many years of experience do you have working with farmers and other end-users?*

12+ 12+12+ 19+24+ 21 +25+40+36+40 = **241** year of relevant experience



### 3. Results of Working Group 3.3

This session started with the clarification of the most important terms to make sure all group members understood these in the same way. Next, the group discussed and clarified the purpose of a TN and the difference between communication and dissemination in the context of these specific types of TN projects. Effective communication and dissemination activities are crucial in TN; however, there is often confusion on what these terms mean:

**Communication** on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action of the project and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media, the public and possibly engaging in a two-way exchange. Communication in this context aims to therefore inform about and promote the project and its results and success outcomes.

**Dissemination** focusses on the transfer of knowledge and results with the aim to enable others to use and take up outcomes, thus maximizing the impact of the original project. The aim of dissemination is to describe and share the results and ensure these are available for others to use, hence the focus is on communicating the results only.

**Exploitation** refers to the utilization of results, making concrete use of research results, in further research activities other than those covered by the original action concerned, in developing, creating and marketing a product or process, creating and providing a service, or through standardization activities. This is not restricted to commercial use.

Table 1 Workshop participants understanding of the difference between communication and dissemination.

Communication	Dissemination
<ul style="list-style-type: none"> <li>• “Raising awareness” – engraving minds and hearts</li> <li>• Content of the project</li> <li>• Feedback to the project</li> <li>• On-going communication</li> <li>• What to get involved with</li> <li>• Communication = Telling</li> <li>• The way of talking</li> <li>• 2 x listening, 1 x speaking (2 ears, 1 mouth).</li> <li>• Communication activities must be inclusive: accessible to all.</li> <li>• Bringing people to the project Communication: Feedback -&gt; Content -&gt; Feedback</li> <li>• Communication: transferring effectively the message to a targeted public.</li> <li>• Delivery of information about the programme of work, their methods and impact.</li> </ul>	<ul style="list-style-type: none"> <li>• 1-way - co-production of knowledge</li> <li>• The way to make the communication effective</li> <li>• Communication vs Dissemination: Talking about the car versus selling the car.</li> <li>• Dissemination: Transfer the message to a wide public.</li> <li>• How to put an idea into practice</li> <li>• Delivery of knowledge to end-user alongside social tools and motivators to drive uptake.</li> <li>• Idea to Action</li> <li>• Dissemination = Sharing</li> <li>• Dissemination is a complex process: transfer – embed – exploit</li> </ul>

Discussion of the terms particularly revolved around the meaning of exploitation and how a TN can enhance the exploitation of the results. The term exploitation now has a wider meaning beyond commercial use of results, to the uptake of results, and embedding of results in the farming system. Exploitation has become an increasingly important focus in innovation action, bringing about additional challenges for consideration, as this action requires a different type of monitoring and evaluation (M&E) mechanism. As projects are time-limited, there is often not the opportunity to evaluate the uptake of results beyond the lifespan of the project. This might not be an insurmountable

problem as TNs often produce results throughout the project's life cycle, e.g. in the EU PiG project the first results were generated after the first year of the project. Therefore, potentially dissemination and especially exploitation should be more strategically built into the TNs approach throughout project implementation. Currently, TNs do not pay enough attention to effectively exploit the results. The current M&E tools provided are not focused on measuring uptake. This is a much more complex but optimal measure of an impact than the dissemination of results.

The working group discussions highlighted the work of the World Health Organization digital agenda. Specifically, the emerging tools related to their mHealth program and the guidelines on monitoring and evaluating of digital health interventions:

- World Health Organization.  
"Monitoring and evaluating digital health interventions: a practical guide to conducting research and assessment."  
(2016). <https://apps.who.int/iris/bitstream/handle/10665/252183/9789241511766-eng.pdf;jsessionid=7E24E576F15E719B6C954F1EC758FA13?sequence=1>
- mHealth Design Toolkit Ten principles to launch, develop, and scale mobile health services in emerging markets [https://www.gsma.com/mobilefordevelopment/wp-content/themes/theme\\_mobilefordevelopment/mhealth/GC\\_GSMA\\_FinalBooklet.pdf](https://www.gsma.com/mobilefordevelopment/wp-content/themes/theme_mobilefordevelopment/mhealth/GC_GSMA_FinalBooklet.pdf).

Communication  
Art. 38



Dissemination  
Art. 29



Exploitation  
Art. 28



### 3.1 Communication strategies and tools for high impact communication to specific audiences

The objective of this session was to share and harvest strategies and tools for high impact communication and particularly to discuss the development of a communication toolbox and the use of social media for project communication. Based on the outcome of this exercise Practice Abstract 17 'The use of social media for project communications' was developed (see page 16).

#### 3.1.1 Developing a communication toolbox

As a type of multi-actor EU project, TNs are required to develop a communication plan to promote the project. Key questions to be asked when developing this plan include:

- How do projects choose the right tools for their communication toolbox?
- What questions does the consortium need to ask when developing this plan? For example, what decision making support tools can be utilized?
- What are the variables that influence these choices? (standardized tools versus best fit: pick and mix, blend of multiple channels, a portfolio, or materials with key messages)

Table 2 Outcome of the discussion on communication toolkit

<b>Duration of the project &gt; Impact + Outputs</b> To multi-knowledge acumination	<ul style="list-style-type: none"> <li>• Little time to make a true impact</li> <li>• Report on outputs</li> <li>• No promise for dissemination after a lifetime of the project</li> <li>• Unless part of the knowledge production process, actors are not interested to disseminate</li> <li>• Time vs inclination</li> <li>• The communication plan should be included in the project design</li> </ul>
<b>Communication as part of project evaluation</b>	<ul style="list-style-type: none"> <li>• Evaluators – template for the process along with all projects</li> <li>• Reflection and evaluation of impact/monitoring</li> <li>• Evaluation of the result – results beyond the project lifespan (how will this be measured)?</li> </ul>
<b>What is effective?</b>	<ul style="list-style-type: none"> <li>• Communications are funded (part of the project)</li> <li>• Industry support actors need to understand what is expected</li> <li>• Use of existing channels/ tools to promote + using partners channels</li> <li>• 10% sexy/ or make it unusual to stand out</li> <li>• Using a specialist communication company</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>• There are detailed communication guidelines but there is a feeling that these are not clear</li> <li>• Does the communication plan serve the purpose of the TN?</li> <li>• Limited interest for small companies to develop communication – lack of capacity + experience</li> </ul>
<b>Benefits of a communication specialist</b>	<ul style="list-style-type: none"> <li>• Ability to use specialist tools and techniques</li> <li>• Relevant existing connections</li> <li>• Outside of the project (which gives them the ability to understand how to put across a message to non-specialists)</li> </ul>
<b>Farmer to farmer communication benefits</b>	<ul style="list-style-type: none"> <li>• Speak the same language</li> <li>• Well connected</li> <li>• Farmers can act as intermediaries for communication</li> </ul>
<b>KTN communication benefits</b>	<ul style="list-style-type: none"> <li>• Peer to peer</li> <li>• Language is targeted</li> </ul>

One of the participants explained their organizational strategy for delivering targeted communication/awareness campaigns specifically targeting farmers of homogeneous age and education with their messages. These campaigns took at least 3 years and included the use of Facebook, general media (TV), face-to-face meetings (group learning exchange), email, and WhatsApp messaging. The strategy consisted of six steps:

1. Draw attention to the problem
2. Build a community (Targeted)
3. Inform and train



4. Generate engagement (different tools)
5. Amplify
6. Generate behavior change

Most used tools for TN Project Communication (source EURAKNOS D2.3)

### 1. Website

The most common communication tool by existing TNs (26) is the project **website**

### 2. Social media

The success of engagement with the website as a communication tool relied heavily on the use of social media. In particular, **Twitter** was used by the majority of TNs to promote the communication material on the website, such as newsletter and videos. Most end-users are present on this social network, young farmers in particular, but also students, policy makers and researchers.

**TOP TIP:** To engage followers through social network and create benefit for project communication, a TN should have a regular/daily activity (posts, shares, likes) in order to reach at least 500 followers and create a good engagement rate. The more activities and posts through a social network, the more followers and impact to end-users.

### 3. Face to face meetings

Face to face and group meetings were the next most common form of communication tool, including face to face meetings with farmers and workshops, events and conference with stakeholder groups.

**The most successful communication mode according to existing TN practices**

### 1. Visual communication

The best mode to communicate to the maximum amount of end-users according to the existing TNs is using visual communication, such as pictures, videos and infographics.

#### 3.1.2 Use of social media for project communication

Social media is widely used for project communication and participants shared their wealth of experience, as well as challenges and good practices to overcome these challenges. They also discussed what worked well and what was not so successful and why.

Participants indicated they were using a wide variety of social media apps to engage with end-users, from WhatsApp to Google Groups, Facebook, Instagram, and others. Participants indicated that social media is used for a variety of reasons, among others:

- To create a virtual network for peer to peer support (WhatsApp)
- To connect people between meetings (WhatsApp)
- To stimulate discussion and sharing what members are doing (Google Groups)
- To enable engagement with more isolated end-users groups
- To enhance networking with other networks of social media

Interestingly social media was used either in a *'loose or structured'* form. The experiences of the effectiveness of social media and specific apps used to target specific groups varied widely among the participants and between countries. This workshop, therefore, enabled participants to learn from each other's experiences and strategies.



For example, in Romania there is no use of Twitter, Facebook is used by people of 35+, and the under 35s use Instagram. Children mainly use Spotify and Tick Tock. Therefore, before they consider the use of social media, they conduct a targeting exercise: defining the region and costs. In Romania, it is important to connect to farmers through farmers associations and not the government, as farmers are not interested and therefore will not engage if the message comes from government. Moreover, in Lithuania, social media is not so relevant for engaging with advisors. They use more advanced web-based platforms with subscription levels and communication with farmers is often through events/ face-to-face meetings instead.

The following good practices were identified for the use of social media:

- *Know your audience:* before deciding on which platform to use you need to make sure you know whom you are targeting, their information need, and what platforms they are already using. Knowing your audience is important so that you can filter the appropriate information towards them, question who is the audience you are trying to reach as this might be a multinational audience, and how best to do this e.g. use of social media influencers LinkedIn (UK example). Also, participants indicated there is a distinction between project communication and farmer communications, therefore the same social media outputs may not necessarily be the most impactful to different target audiences. Younger user groups will look for new emerging platforms and you need to be aware of this when putting together a strategy for different end-users. Making links to similar experiences in other countries were also perceived to be helpful to demonstrate universal experiences and action across Europe.
- *Measure your success:* it is also important to monitor and review your audience and results through analytics (for example google analytics). This will allow you to keep track and ensure active learning on users preferences.
- *Optimize engagement* = sustainability of engagement: engagement can be increase by identification of influencers (e.g. farmers' organizations and peers), who can help promote your content to your target audience. Engaging with your target audience can help to identify what they want/need, their motivations, and make them feel part of the community. This can be done by creating discussion through comments, engaging with followers, and using different types of content to maintain novelty and interest, as well as encouraging wider reach.
- *Know your platform:* platforms are all different in terms of their functionality, lifespan, perception, and length of posts.
  - ✓ Twitter has a 20-minute window for audience targeting. Good practice: Use influencers @NAME to help promote tweets and use trending/ relevant hashtags. Also linking your tweet/message to trending materials and getting involved in engaging debates can amplify your reach and therefore impact
  - ✓ Facebook has a lifespan of 1 day
  - ✓ YouTube has a life span beyond the communication of the project and can be utilized to maintain project legacy and disseminate outcomes. One in two people watches videos so it is one of the most powerful tools to engage your target audience. Good practice: embed links to your videos as far and wide as possible; for example, use webpages across relevant sectors, and review and monitor hits on these different webpages, and utilize pages accordingly. Also, do regular social media roundups, use storytelling and film virtual walks around the farm. Videos need to be short and engaging.
  - ✓ All social media content should be short and concise: pictures, videos, cartoons
- *Adhere to social media etiquettes, be responsible and respectful:*
  - ✓ be measured and transparent and create credibility and trust
  - ✓ 3 R's – Respect, Research (evidence) led, Responsibility



- ✓ Ensure a distinct voice with an appropriate tone
- ✓ Do not promote negative messaging/ debate
- ✓ Positive messaging can help build trust and reputation with followers (transparency, credibility, and trust)
- ✓ Important to strike balance between credibility and relatability (i.e. friendliness)

Participants also discussed what did not work, highlighting the use of the wrong language as a common pitfall as well as not directing the language to the user reading requirements, leading to limited success. They also indicated that there is some use of hashtags that do not work (uncommon hashtags) and dissemination information that was perceived as irrelevant. It, therefore, requires some time and research at the beginning when developing your strategy to find out what works best for your target audiences.

#### **EURAKNOS PA 17 The use of social media for project communications.**

Effective communication activities in a TN are essential to promote and generate interest in the project to as wide an audience as possible. A recent study by the EURAKNOS project showed that TNs use a variety of communication tools and channels including social media platforms such as Twitter, Facebook and YouTube. Whilst social media is an incredible communication resource, it also presents challenges. All information shared is public, which means it can be read, accessed and re-posted or retweeted by people outside of the intended audience. When deciding to use social media for your TN communication:

- **Know your audience:** before deciding on which platform to use make sure you know whom you are targeting, their information need and what platform(s) they are already using.
- **Know your platform:** platforms are all different in terms of their functionality, lifespan, perception and length of posts. A post on Facebook, for example, has a lifespan of five hours versus 24 minutes on Twitter. Choose your platform accordingly.
- **Have a purpose:** all social media engagement needs to be part of your well thought-out project Communication and Dissemination plan.
- **Optimise engagement:** through identification of influencers (e.g. farmers' organisations and peers), creating discussion through comments, engage with followers and use different types of content to appeal to more end-users and maintain interest.
- **Protect your project's digital identity:** develop a content approval process and protocol, and make sure all project consortium partners are aware of these.
- **Be accurate:** proof read whatever you share and be critical about what you (re)share.
- **Be responsible and respectful:** adhere to social media etiquettes, be measured, transparent and create credibility and trust.
- **Measure your success:** monitor and regularly review your results using analytics.





## 3.2 Effective dissemination and exploitation to maximize the impact

### 3.2.1 Developing end-user engagement dissemination and exploitation strategy

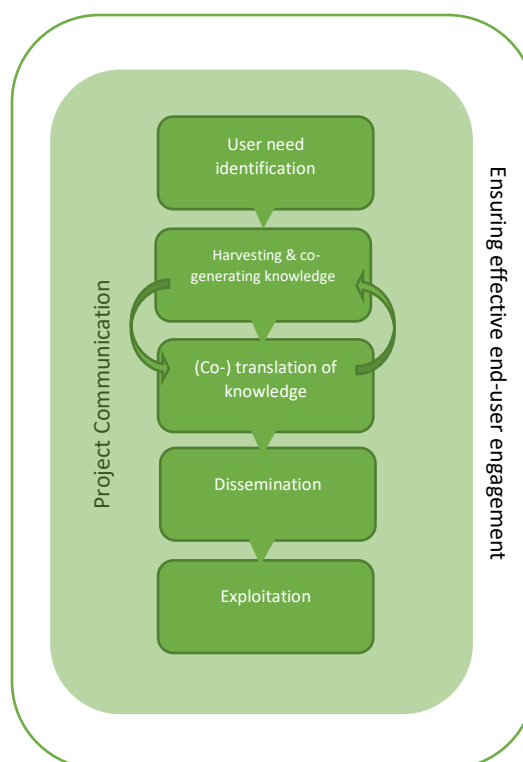
*‘The evaluation of the disadvantages and advantages of an innovation [new knowledge] is entirely in the hands of the users: it depends on their expectations, their interests, on the problems which they raise’<sup>1</sup>*

TNs are promoted as a tool to increase knowledge exchange between European countries using an MA approach. These TNs aim to ‘collect existing scientific knowledge and best practices on the chosen theme and facilitate their use’ [by end-users such as farmers, foresters, and advisers] and ‘develop easily understandable material for practice, such as information sheets in a common format and audio-visual material’<sup>2</sup>. This creates a huge opportunity for creative thinking and action, but also requires a clear understanding of effective processes to enhance uptake and exploitation of this knowledge by farmers, foresters, advisers, and other stakeholders.

Figure 2 Thematic Network project execution steps

There is effective guidance provided on how to develop strategic communication, dissemination and exploitation plan and increase the impact of project dissemination and exploitation activities. For example by the European IPR Helpdesk ‘Making the Most of Your H2020 Project: Boosting the Impact of your project through effective communication, dissemination and exploitation’<sup>3</sup>, and a 60 minutes webinar ‘Communications workout to increase the communication impact of your projects’<sup>4</sup> these guidelines are not specifically related to TNs. As the **core** activity of a TN is the harvesting, dissemination, and exploitation of existing knowledge, the dissemination and exploitation strategy is **integral** and **equal** to the project design and execution, see figure 1.

On this point, the workshop discussion revolved around how to design the project activities to enhance uptake and use of the knowledge harvested (and co-produced) **from, with, and by** end-users in the project; hence maximizing and therefore creating higher impact. There is a vast body of scientific literature available on the uptake/adoption, adaptation, and embedding of new knowledge on farm which indicates that this is a complex non-linear process. Barriers resulted in limited uptake and non-adoption are well documented, including the knowledge offered was not perceived by end-users as appropriate for their specific context, the process disregarded their priorities, and the approaches used for knowledge exchange did not build on their own knowledge



<sup>1</sup> AKRICH, M., CALLON, M., LATOUR, B. & MONAGHAN, A. 2002. The key to success in innovation part I: the art of intersement. *International Journal of Innovation Management*, 6, 187-206, p202

<sup>2</sup> EIP-AGRI 2017. An EIP for more productive and sustainable agriculture and forestry. [Online]. Available: <https://ec.europa.eu/eip/agriculture/en/about/eip-agri-part-eu-growth-strategy-decade>

<sup>3</sup> <https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf>

<sup>4</sup> [http://www.streamdis.eu/commsworkout2/http://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](http://www.streamdis.eu/commsworkout2/http://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf)





and experiences which are essential for successful uptake.<sup>5</sup> Lessons from the adoption of agri-environment schemes (AES) originally introduced following EU Regulation 2078/92 in the UK and Europe also revealed higher levels of uptake of new environmental management practices when they fitted closely within existing farm management systems, addressed current farm management concerns, and built on existing knowledge practices of farmers<sup>6</sup>. Moreover, farmers were notably more engaged when collaborative approaches were used to find solutions to problems. This was also heavily emphasized in the working group discussions.

Based on the outcomes of the working group discussion, the following initial insights for project design which would maximize the impact of a TN can be distilled to, among others:

- Ensure knowledge disseminated meets the information need of the end-users.
- Where possible engage end-users in the harvesting of their existing knowledge and bring them together to share their experiences and co-generate new knowledge on a specific topic/theme to enhance uptake and use.
- Involve end-users in the co-translation of existing knowledge into understandable language and formats.

Further insight on the identification of user needs and knowledge harvesting can be found in D3.1 - report on HIKR methodologies and practices for data generation, selection, collection, and storage

During the WG3 workshop, an intensive discussion took place to explore dissemination impact pathways. Although co-production, with and by end-users, and peer to peer exchange (e.g. strategies with a high level of intimacy and influence/‘control’) were identified as the most effective strategies in terms of exploitation on farm, these are not always feasible. They are not the end-all or be all for an effective dissemination and exploitation strategy. The example was given that a dissemination strategy would probably be highly effective if you visit each end-user in a country, however, this strategy would also be highly unaffordable. In WP 2 TNs indicated challenges related to a lack of time and budget to facilitate effective dissemination. The observation was also made that a certain set of skills for the facilitation of co-production and peer to peer exchange is required which is not always available within the TN consortium. For TNs to develop ‘high’ impact communication plans there is a need for decision making support tools on how to select a blend of multiple channels and a portfolio of tools/materials that will lead to high impact communication to the specific audiences (including end-users of project results). This blend of tools and channels is high context, audience-specific, and dependent on practical considerations such as project timeline, budget, and TN capacity.

The workshop participants discussed the logic of three complementary pathways for dissemination and exploitation; see Figure 2 and Figure 3 (engineering knowledge pathways).

❖ **Pathway 1 Generate:** co-translation & and co-creation of knowledge by end-user within the network

❖ **Pathway 2 Multiply:** upscaling of knowledge by the network members to end-users beyond the end-users directly involved in the thematic network (peer to peer)

❖ **Pathway 3 Disperse:** outscaling of knowledge to end-users beyond the network (advisors etc. who have not been involved in the network)

**A combination of activities that cover all three pathways to a greater or lesser extent, depending on context, audience, and TN time, budget, and capacity will provide the greatest impact.**

<sup>5</sup> BIGGS, S. D., HARIRI, G., SENANAYAKE, Y., OZGEDIZ, S., VALENZUELA, I., MARTÍNEZ NOGUEIRA, R., TRIGO, E., MARCOVICH, J., ARDILA, V. & NORES, G. 1989. Resource-poor farmer participation in research: A synthesis of experiences from nine national agricultural research systems. ISNAR, The Hague & CHAMBERS, R., PACEY, A. & THRUPP, L. A. 1989. Farmer first: Farmer Innovation and Agricultural Research, London: Intermediate Technology Publications.

<sup>6</sup> BULLER, H., WILSON, G. & HÖLL, A. 2000. Agri-environmental policy in the European Union, Ashgate Pub Limited.



Figure 3 Thematic Network Dissemination and exploitation impact pathways

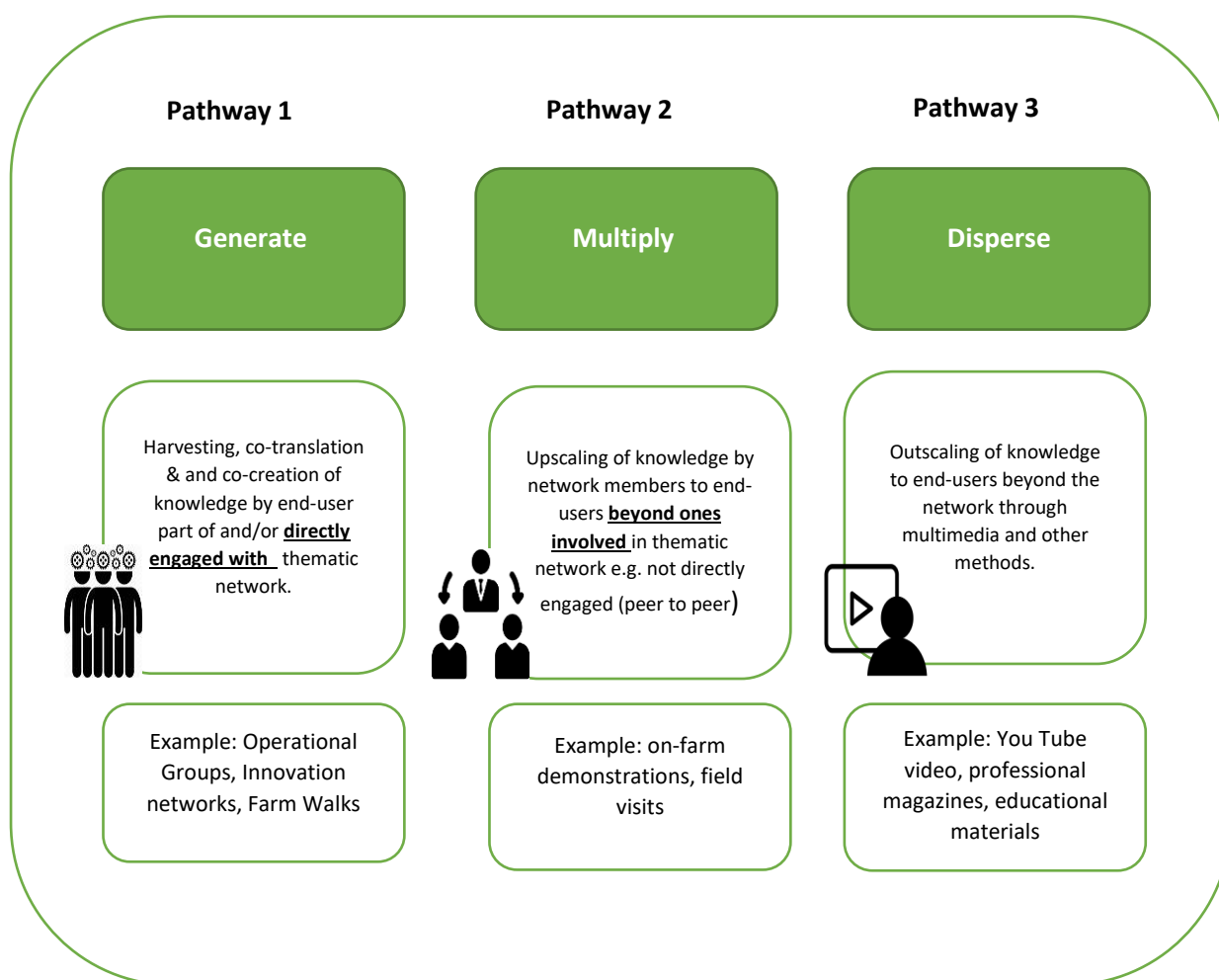
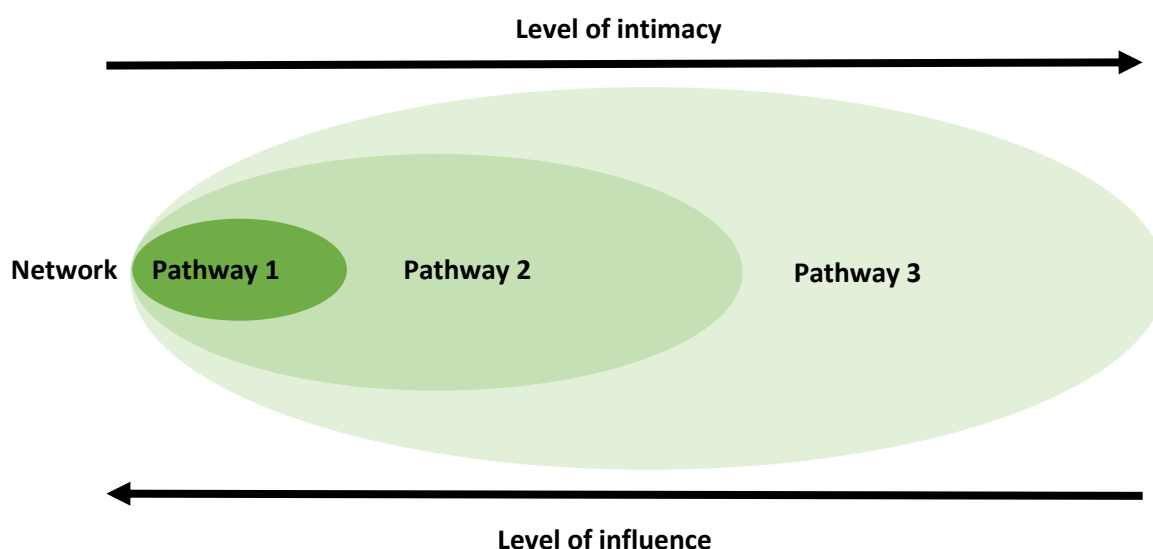


Figure 4 Visualization of three complementary pathways for dissemination and exploitation for TN project execution



One of the participants during the analysis workshop in Brussels compared the three different pathways with cooking:



Pathway 1 = Gourmet meal. A gourmet meal is prepared with and by the end-user



Pathway 2 = Nandos. The end-user, who was part of pathway 1, shares this with fellow end-users not involved in the cooking process.



Pathway 3 = take away food KFC/McDonalds. There is no relationship with the one who cooked the meal and the end-user merely selects what he/she needs or likes from the menu, takes it and potentially shares this with others when home.

#### GOOD PRACTICE: The EUPiG Grand Prix to find best practice



EU PiG innovation group (<https://www.eupig.eu/>) is a network of 19 partner organisations from 13 member states, led by the Agriculture and Horticulture Development Board (AHDB) in the UK, the multi actor network connects pig producers with the latest science, husbandry techniques and technologies - aiming to raise the competitiveness of the European pig industry by linking producers to share tried and tested best practice and innovations.

Each year, EU PiG runs the **EU PiG Grand Prix**, an EU-wide contest, with more than 300 producers competing to become one of eight Ambassadors. The winners are selected by RPIGs, project partners, and stakeholders, and awarded the title of EU PiG Ambassador. A panel of experts for each of the project themes run a rigorous evaluation process, looking at technical and economic factors, to narrow it down to the top five best practices, for each of the eight challenges. These challenges are identified in response to industry wide challenges so producers are developing real world and timely solutions. For example in 2020 these challenges were:

4 Themes		8 Challenges	
	<b>Health management</b>		African Swine Fever (ASF) biosecurity measures
			Use of slaughter data to improve health outcomes
	<b>Meat quality</b>		How to promote pork to consumers?
			Being competitive in small-scale farming: developing a niche-market for pork
	<b>Animal welfare</b>		Solutions for heat stress
			Strategies for dealing with piglets from hyper prolific sows
	<b>Precision production</b>		Reducing costs
			Increasing overall farm sustainability

Each year the 8 winning Ambassadors get to show case their innovations and best practices. For example, Regional Pig Innovation Groups (RPIGs) help Ambassadors to produce virtual farm tours, photos and reports, which are shared under the relevant key themes on the EU PiG website.

### EURAKNOS PA 19 The use of monitor farms to enhance knowledge exchange with farmers

Monitor farms are a great platform for effective knowledge exchange. Monitor farm events act as a live library for excellent farming practice in order to provoke engagement, opinion sharing and useful discussions between participants.

Key ingredients for a successful monitor farm event:

- **The superhero** – a farmer with passion for excellence (but can also share failures), who is engaging and has the ability to communicate with others
- **The enablers** – a skilled team that enable the event set up and can help stimulate discussion in new groups
- **The demonstration** – a practice or process that can be demonstrated to participants and enable active learning

Additional useful tips:

- **Location** – identify monitor farms in close proximity to enable farm tours which encompass a range of learning opportunities as well as bringing together different farming types
- **Marketing** – identify the target group and requirements for knowledge sharing. Whilst showing a range of practices may work, for mixed farming groups enabling learning on different farming systems, it may also present a challenge to a group of farmers working in a fixed system
- **Benchmarking** – providing a benchmark for the farming system can help participants to engage and acts as a useful conversation starter
- **Maps** – providing participants with a farm map to record insights they have learnt or best practice or improvement suggestions can be a great way to keep everyone engaged while on the tour or the farm and encourage positive and constructive feedback for the host, adding value in being a monitor farm
- **Follow ups** – understanding how the social capital built within the event can be maintained and feedback/lessons reported back to the group

Monitor farms can encourage participants to work together through both formal and informal means of improving practice through discussion. A useful mechanism to encourage impact is to promote discussion about how participants can employ practices they have learnt at the event as well as what would not work in their own farming context.



### 3.2.2 Dissemination and exploitation tools and channels

After the initial exploration of the different dissemination and exploitation pathways, further semi-structured group discussion was facilitated to maximize sharing and harvesting of the participants experience related to communication and dissemination tools and channels.

A large number and wealth of tools and channels were shared; see the image below and Table 4. These ranged from *direct engagement with end-users* through fairs, farm walks, and demonstrations, to the use of champions and network meetings, *audio-visual* materials such as videos and infographic, *print media* including factsheets, press releases, and posters, *digital tools and channels* including social media (Facebook, Twitter, WhatsApp), websites and newsletters. Interestingly, some tools were listed in several pathways, for example, the use of competitions was identified as an effective tool in both pathway 1 (generate) and 2 (multiple), and results further disseminated in pathway 3 (disperse), e.g. a good practice video produced with end-users.

Figure 5 The harvesting of experience of the participants related to dissemination tools and channels using a visual facilitation method (WG3 workshop day 1).





Table 3 Dissemination and exploitation pathways to higher impact

	Pathway 1: GENERATE	Pathway 2: MULTIPLY	Pathway 3: DISPERSE
<b>Tools (T)</b>	<ul style="list-style-type: none"> <li>Existing farmer network.</li> <li>Online forums</li> <li>Social media.</li> <li>Field visits – farmers peer to peer (P2P).</li> <li>News integrator - producers/farmers start to add content, weather, and farmer portal.</li> <li>Competition (Grand Prix)</li> <li>Champions are farmers and lots of farmers feed into this.</li> <li>Farmwalks &amp; demonstrations</li> <li>Events – fairs, contests, and trade shows.</li> <li>Ambassadors (influencers).</li> </ul>	<ul style="list-style-type: none"> <li>Newsletter items of farmers organizations for interest groups.</li> <li>Thesis prize – national media.</li> <li>Article on the Web – field day – farmers.</li> <li>Seminars with “Influencers” (e.g. to disseminate policy recommendations).</li> <li>The prize for best fitting technique to apply results.</li> </ul>	<ul style="list-style-type: none"> <li>Videos.</li> <li>Factsheets.</li> <li>Newsletters.</li> <li>Webinars.</li> <li>Press/media coverage.</li> <li>Infographic.</li> <li>Posters at conferences/events.</li> <li>Case studies – written published and demo farms.</li> <li>Advocacy training.</li> <li>Knowledge libraries – both technical and scientific.</li> <li>Press release – press database.</li> </ul>
<b>Challenges (C)</b>	<ul style="list-style-type: none"> <li>Missing message.</li> <li>Follow trends, not the truth.</li> <li>Reputation is too important.</li> <li>Needs to seem unbiased.</li> <li>Finding material, relevance, and workload.</li> <li>A lot of work</li> <li>Competition fatigue.</li> <li>Do I win anything?</li> <li>Barrier if too many sites.</li> <li>Not political/sensitive to some information.</li> <li>Jealousy</li> <li>Subjective i.e. is it better?</li> <li>Not always transferable.</li> <li>Yet another network, not enough interaction.</li> <li>Unwilling to share.</li> <li>Don’t want other farmers to be better than them.</li> <li>Expensive, can’t reach everyone.</li> <li>Time</li> <li>Too much material, trust and negative voice.</li> <li>Don’t share IP, driven in part by profit.</li> <li>Has to deliver for everyone.</li> </ul>	<ul style="list-style-type: none"> <li>Credibility of authors etc.</li> <li>Smart use of google translate.</li> <li>Farmers may not be multi-lingual.</li> <li>Getting the right people to meetings.</li> </ul>	<ul style="list-style-type: none"> <li>Engagement apathy.</li> <li>Lack of advisors (without an agenda).</li> <li>Time.</li> <li>Space.</li> <li>Lack of trained facilitators.</li> </ul>



<b>Good Practices (GP)</b>	<ul style="list-style-type: none"> <li>• Using motivators “Nudge factors” – push and pull.</li> <li>• Coordination.</li> <li>• Good use of social media analytics.</li> <li>• Bottom-up.</li> <li>• Industry identifies champions and challenges.</li> </ul>	<ul style="list-style-type: none"> <li>• Write a report.</li> <li>• School guest lectures.</li> <li>• Feedback of students.</li> <li>• Face-to-face communication sharing, P2P.</li> <li>• Advocacy.</li> <li>• Some of your audience re-post your story.</li> <li>• Highlight news stories on social media.</li> <li>• Recognize advocacy by P2P.</li> <li>• News journal publishes your story.</li> <li>• Write a press release to publicize your report.</li> <li>• Videos (mixes of tools) – YouTube and twitter.</li> <li>• Discussion video – local TV, OG –talk and press RC.</li> <li>• Commission -YouTuber, influencer.</li> <li>• Knowledge not ready for advice.</li> <li>• Discussion cycle lecture kit and benchmark in study group. T1 on lameness.</li> <li>• Translation of webpages – 2<sup>nd</sup>/3<sup>rd</sup> language.</li> </ul>	<ul style="list-style-type: none"> <li>• Use of multiple media.</li> <li>• 2-way dialogue to overcome objectives - good quality communications.</li> <li>• Knowledge of your audience.</li> <li>• Making use of key influencers in their community.</li> <li>• Appropriate language.</li> <li>• Engaging – informal style, relevant style.</li> </ul>
<b>Monitoring impact (MI)</b>	<ul style="list-style-type: none"> <li>• Number of innovations “Good enough” to move to pathway 2.</li> <li>• Analytics that show interaction/community.</li> <li>• KPIs should show all impact.</li> <li>• Establish baseline use of KPIs.</li> </ul>	<ul style="list-style-type: none"> <li>• Policymakers – impact on national/regulations, financial instruments.</li> <li>• Project vs. Knowledge Exchange (KE) Objectives.</li> <li>• Budget.</li> <li>• LinkedIn or FB discussion group.</li> <li>• Policymakers and farmers, just # of meetings, # participants.</li> <li>• Farmers - # demo participants, # group participants, open comments.</li> <li>• Measure social media - # followers, #retweets, #likes.</li> <li>• F2F, P2P, Advocacy.</li> <li>• Advisors – ready to use knowledge platform and pedestal/prize.</li> </ul>	<ul style="list-style-type: none"> <li>• Practice is widely adopted.</li> <li>• Quantitative &amp;/or qualitative.</li> <li>• Regulations reflect the research.</li> <li>• Feedback to generators via case studies or anon. samples.</li> <li>• Changing trends or influencing trends.</li> </ul>



From the group discussions, it was evident that tools and channels should be selected based on the end-user profile(s) (the audience) which often is very country and context-specific. Before deciding which tools and channels to use you need to make sure you know whom you are targeting, their information need, and user preferences. For example, in some countries, twitter was not perceived as the right channel to reach farmers whilst in other countries it was perceived as the most useful e.g. in the UK. This requires some market research of your end-users to maximize impact and reach. Generally, one of the most effective tools to communicate was using visual communication, such as photos, cartoons, videos, and infographics, see text box below.

**GOOD PRACTICE:** VistaAlegre Farm: Spanish solutions to de-intensification in dairy farming

Videos are the most appealing form of communication and dissemination. They bring to life what is happening within a thematic network or on an innovation study farm in a few frames. The EuroDairy project utilised this mode of dissemination, producing hundreds of videos to illustrate the innovations developed by dairy farmers across Europe. One example of this is their video case study: VistaAlegre Farm <https://www.youtube.com/watch?v=Z3XDlcmj1rE>. This video is 9 minutes long, predominantly set on the farm, with the farmers and other support actors describing the innovation journey:



Farmers' motives for innovation journey



Engaging multi actor support



Added benefits of innovations – no vets bills and happy, healthy cows



Adding value by producing on site produces and direct sale to consumers



Website as ecological education tool



Farm tours to create transparency, trust and provide education

Video is a great way to disseminate as it conveys information quickly, clearly and in an engaging, entertaining way, particularly where they show case people sharing their stories. Compared to traditional print media, a video can be easily updated and re-edited to target a different audience or end-user groups. You can also now produce a good quality video blog on a smart phone and as technology develops the costs of producing a professional video has fallen drastically in recent years. Videos are an extremely cost effective and captivating communication and dissemination tool in their own right but they also encourage more shares on social media, having the potential to further amplifying high impact across all dissemination pathways.



Further discussion revolved around the use of on-line forums and experiences were mixed. For some it has been successful for engaging farmers and for others it was not. A key insight here was that where this was found to be an effective form of knowledge transfer, this proceeded more traditional forms of engagement between farmers, i.e. on-farm meetings to share knowledge and build trust.

#### **EURAKNOS PA 18 Engaging Farmers in Online Forums**

Online forums are an effective way of engaging farmers. Google groups for example enables members to create and participate in online forums and email-based groups for specialist areas or topics.

It has been shown that farmers learn successfully by engaging with each other and completing the learning journey together. Online forums are an excellent place for farmers to discuss ideas and concepts before putting them into practice. The forum platform means that they can then report to the group with their findings, challenges and practical alterations, reflecting the learning cycle. The collective knowledge generated by the forum offers great added value to everyone involved.

When developing an online platform for end-users:

- 1.** Ensure target farmers see the value in investing time online
- 2.** Forums can either be paid for or open access. The benefits of paid for or membership forums means that a set of engagement rules can be set which helps to generate a respectful group etiquette
- 3.** When setting up the forum agree on communication 'rules' and invest in developing a sharing culture. Be aware that farmers may feel vulnerable communicating their ideas online
- 4.** Online forums can generate several comments a day including thousands of threads. Provide members with the ability to set their email preferences so that their engagement is tailored to suit them. It is also helpful to categorise threads, these themed threads can then be used for targeted knowledge exchange outputs

Whilst barriers exist, online forums are a useful platform to generate self-motivated farmer engagement as well as providing a reservoir of knowledge for practitioners to analyse for further learning content, which can be used to communicate to other 'hard to reach' users.



### **GOOD PRACTICE:** Pasture for Life Association's online forum

The Pasture-Fed Livestock Association in the UK promotes the unique quality of produce raised exclusively on pasture, and the wider environmental and animal welfare benefits that pastured livestock systems facilitate. The Pasture-Fed Livestock Association brings together over 500 British farmers committed to producing high quality food in a more natural way. Run as a Community Interest Company (CIC) since 2011, with membership is open for anyone. Members pay a yearly fee and include farmers, butchers, retailers and consumers with a passion to increase the supply and market for pastured meat.

Members receive a regular newsletter providing a comprehensive roundup of related news and events from around the country. Through an online forum, study tours, farm visits and other networking opportunities, members can learn more about raising cattle and sheep entirely on pasture, as well as make links with buyers and sellers of livestock and produce.

One of the most successful features is their online forum through Google groups, which enables members to initiate and participate in online discussions and email groups for specialist topics. The forum is only accessible to members and their experience is that paid membership helps to ensure group etiquette. There is also a set of 10 rules for engagement as a PFLA member, this helps to develop a respectful culture and maintain good forum etiquette. Currently there are over 2500 threads with between 20 to 30 posts from members per day and approximate 10% of its members are actively engaged in the forum. Given the geographically dispersal of members the forum is a cost effective way of keeping in regular contact. The group is self-regulating, although this has been organic. Regional groups have also developed a WhatsApp group to share knowledge.

A knowledge sharing culture has been built within the forum. This has benefited from a good culture of engagement from members as well as the maturity of the membership. Farmers indicate they learn better by going on a learning journey together. The group is able to self-monitor and work to find learning pathways together as opposed to the forum acting as a knowledge reservoir only. The forum reflects the continuous process of learning, from the generation of an idea > practice > reflect > share >. The collective knowledge of the forum is huge and of great value to all members who engage with it.

An assessment of forum use by its members indicated that the key challenge for engagement is the time required to regularly engage and the perceived benefit it will generate. In addition, farmers may feel vulnerable in communicating their ideas/problems and cultural differences that do exist between members, creating barriers to engagement. Furthermore, the forum only reaches online engaged farmers. Therefore, other membership activities are also undertaken to reach those members who want to engage in different ways.

The online forum provides a wealth of knowledge which, apart for the benefit of the PFLA members, could also act to inform researchers to understand farmers' needs and catalogue knowledge. The next steps in the development of the forum is improving its structure by organizing the threads better by key themes from the forum communications, to link to the main PFLA website, others forums and websites to disseminate the knowledge generated by the forum members to a wider audience (multiple and disperse).

For more information, please visit the PFLA website <https://www.pastureforlife.org/>



### 3.2.3 Dissemination and exploitation challenges

In each pathway, the dissemination and exploitation challenges discussed by the working group can be distilled into four areas of common challenges:

- Language
- Trust and credibility
- Competition and intellectual property
- Facilitation skills

The language used was perceived as one of the main challenges if results needed to be disseminated beyond where the knowledge was generated and harvested (pathway 1) to multiply and disperse to end-users across the EU. Participants indicated that at a local level translation was not an issue as native language was used. Many end-users are not multi-lingual, and the translation is necessary to ensure knowledge is made inclusive for end-users across the EU. This entails not only the translation of the results from the local language, for example, Hungarian to English, it then also needs to be translated from English in other languages, Spanish, French, Croatian, Dutch, etc. to disseminate the results more widely (pathway 2 and 3). This requires considerable time and effort to do and Google translate often does not provide accurate translations of technical agricultural language. The working group highlighted that many project workshops are conducted in English, which alienates the participation of end-users who do not speak English. Organizing regional cross exchanges or country-level workshops was seen as an effective method to overcome this challenge. Participants also indicated the language used needs to be understandable and without buzzwords, acronyms, etc.

Trust in the source of information and its credibility was seen as a major determinant for the uptake of knowledge. Information from trusted voices or word of mouth was seen as very effective and it was recognized that the information-seeking behavior of end-users is complex. For example, farmers will often use different sources for different types of information based on their experiences/perceptions of who is the best equipped to provide that particular information. They might talk to or WhatsApp their neighbor when experiencing a hoof problem in their beef cattle, seek the local vets help if the cattle had a respiratory problem, consult the feed seller when the cattle were not eating well and visit the farmers organization website to find out about pasture fertilizer methods and rates.

Workshop participants also indicated that competition amongst producers hinders the sharing of innovations, especially in particular sectors. If there are any IP related issues this forms a barrier. Not all information is free, data sharing might be a hindrance, and TNs have to think about how to deal with the commerciality of knowledge. It is better to understand and know where you stand at the start of the co-generation and harvesting processes. Interestingly, participants also mentioned that TNs should seek misinformation and replacing this with correct information.

Another challenge identified was the lack of skill in the agricultural sector for the effective facilitation of dissemination and exploitation processes. It was thought that advisors were able to facilitate to some extent, however, facilitating co-generation and harvesting processes in pathway 1 was identified as a challenge for some. One of the participants highlighted the new H2020 CSA 'i2connect,' which looks at the roles, skills, and competences of interactive innovation advisors in the EU.

After the discussion on challenges, a variety of good practices were identified. These good practice examples are included throughout this deliverable report. The good practices related to specific tools and channels e.g. the use of videos, farm demonstrations, and use of social media. Participants also emphasized the need to monitor and reflect on the effectiveness of the dissemination and exploitation activities through the use of analytics, Key Performance Indicators (KPIs), and end-user feedback.



## 4. The common format for Practice Abstracts

The EIP-AGRI common format aims to facilitate knowledge flows on innovative and practice-oriented projects from the start until the end of the project and to provide farmers, foresters, advisers, or whoever is interested in short and concise practical information (so-called 'practice abstracts'). The use of this format is mandatory in all Horizon 2020 multi-actor projects and thematic networks as well as all EIP-AGRI Operational Groups (OGs). The EIP-AGRI practice abstracts are a central tool to exchange knowledge, inspire, and connect actors across the EU. It contributes to building up a unique repository of practical knowledge across the EU via the EIP-AGRI project database which supports the dissemination of results of all interactive innovation projects. Links to audio-visual material (photos, films, etc.) are included as much as possible.

Although the common format has been designed to be easily accessible online, understandable, and applicable to the target end-users, it became evident from WP 2 that this is not always the case. Concerns related to the audience of the practice abstract as many end-users across Europe do not speak English and limited content might also reduce its effectiveness of the action or outcomes being taken up by the end-user.

Part of the remit of WP 3 and specifically task 3.3 was to propose a new set of common formats for EIP-AGRI practice abstracts. The exercise during the WG3 was the start of this process where the participants were asked to:

- **DISCOVER:** explore the concept of a practice abstract
- **DREAM:** envision what a practice abstract could look like
- **DESIGN:** provide concrete recommendations for improvement



### Group 1 Thematic Network coordinators

#### **Discover**

The concept of practice abstracts should be to capture the attention of stakeholders and end-users and to enable further enquiry into the application of the knowledge. Practice abstracts cannot provide all of the information about a project/concept but they must provide enough information to promote further enquiry, thus being a source of inspiration. They should also be a virtual bridge to further information such as factsheets, technical note, or videos.

#### **Dream**

The following recommendations for improvements were made:

1. We envisage a visual storyboard that takes readers through the journey of the TN from the initial ideas phase, to engaging multi-actors, trialing the ideas on farm and sharing the results; in essence, bringing to life the living history of the TN.

2. This should include interactive features where readers can give feedback and interact with the practice abstract using likes, comments and shares, rather like Facebook.






3. The use of videos to explain one or all elements of the process would engage more viewers in practice abstracts.

### Design

The following recommendations for improvement were made:

1. Practice abstracts must be easily accessible to farmers (not just on the EIP-AGRI website). EURAKNOS should aim to provide a good/easy end-user experience as part of the HIKR
2. There should be filtering and sorting feature for practice abstracts by
 

 Sector  
 Topic  
 Language
3. Style and tone appropriate to the audience and ensure there is a quality control process

### Group 2 End-users

#### Discover

A practice abstract should describe the journey of the practice-led research in a simple, engaging, and informative way so that end-users engage with the information and are inspired by the process. The role of the advisor is to help farmers to utilize the information in the practice abstracts. EURAKNOS, therefore, needs not only to engage end-users but also to engage and train advisors well to facilitate farmers' engagement with practice abstracts.

#### Dream

The following recommendations for improvements were made:

1. Pictures, videos (under 30 seconds), and charts over large sections of text. It is important to break the text down into short concise messages and sections.
2. Links to further information such as factsheets, case studies, and what is next for this TN and areas of practice-led research to be developed should be part of our digitally connected to the practice abstract
3. Promotion of practice abstracts to end-users through EURAKNOS social media, newsletters, and relevant links, such as other advisory or stakeholder organizations webpages.
4. An option for users to promote the practice abstract themselves via a sharing or rating function.

### Design

The following recommendations for improvements were made:

The practice abstract needs to be highly visible to end-users and stakeholders who support end-users. This includes being searchable by title and content to ensure that end-users can find the right and



relevant information. For example, there should be a search word feature and filter to narrow the search while ensuring minimal clicks to improve engagement. Content should be tagged or categorized, and icons or logos should be used to help search categorization. This would also help with language barriers. To improve engagement with practice abstracts, feedback, and AI learning should be utilized, similar to commercial companies like Amazon. Having a rating feature of likes and dislikes to enable end-users to vote the practice abstract up or down in popularity on the page and use these ratings to feature practice abstracts. Using feedback will enable the information quality to be greater and use the computer systems to do the learning and improve the end-user interaction and engagement. Finally, enable the search history to generate related topics at the side of the practice abstract page.





## 5. Conclusions and next steps

### 5.1 Summary of recommendations

Task 3.3 aimed to select the main tools to communicate and disseminate project results, ensure a focus on the need of the end-user and explore how best to inform end-users about the innovative knowledge and data present in HIKR. In this section a summary is provided of the key recommendation made related to this task; specifically, recommendations related to 1) the TN dissemination and exploitation strategy, 2) dissemination and exploitation tools and channels and 3) a new common format for practice abstracts

#### 5.1.1 TN dissemination and exploitation strategy

##### 1. Dissemination and exploitation activities are core TN project activities.

The **core** activity of a TN is the harvesting, disseminate, and exploitation of existing knowledge, hence the dissemination and exploitation strategy is **integral and equal** to project design and execution. Dissemination and exploitation activities should be designed to make results available at an early stage and not only towards the end of the project.

##### 2. Best fit followed by best practice.

TNs are complex and diverse in terms of content and knowledge management processes and the challenges they address context-specific. Hence, recommendations towards a 'blueprint' approach or 'one fits all' TN communication and dissemination strategy will not lead to the desired higher impact. Although we can prescribe the use of certain tools and channels, as is currently done to some extent by the commission e.g. each project needs to have a website, PAs, etc., we should focus on providing support to the TNs on how to make decisions and select a blend of channels that will lead to the desired high impact in their specific context within the budget, capacity, and timeframe of their project. It is essential for a TN dissemination and exploitation strategy to **ensure best fit first** in terms of context, audience, and TN capacity **followed secondly by best practice**.

##### 3. Enhance uptake and use of the knowledge harvested (and co-produced) **from, with, and by** end-users in the project.

To maximize the impact of a TN the project design should ensure knowledge disseminated meets the information need of the end-user. Also where possible project design should engage end-users in the harvesting of their existing knowledge and bring them together to share their experiences and co-generate new knowledge on a specific topic/theme (using the spiral of initiatives)<sup>7</sup> to enhance uptake and use, and involve end-users in the co-translation of existing knowledge into understandable language and formats.

##### 4. TN dissemination and exploitation pathways.

A framework to support strategic decision making was developed outlining three complementary pathways to generate, multiply, and disperse knowledge, see Figure 2.

❖ **Pathway 1 Generate:** co-translation & and co-creation of knowledge by end-user within the network

❖ **Pathway 2 Multiply:** upscaling of knowledge by the network members to end-users beyond the end-users directly involved in the thematic network (peer to peer)

<sup>7</sup> The Spiral of Initiatives <https://www.linkconsult.nl/en/gereedschap/modellen>



❖ **Pathway 3 Disperse:** outscaling of knowledge to end-users beyond the network (advisors etc. who have not been involved in the network)

Each pathway requires a different level of intimacy with its audience as well as different capacities of the TN to effectively implement the activities in the specific pathways. **A combination of activities that cover all the three pathways to a greater or lesser extent, depending on context, audience, and TN time, budget, and capacity will provide the greatest impact.**

#### 5. Facilitation of dissemination and exploitation processes

Effective facilitation of knowledge harvesting, co-creation, and peer to peer exchange with and by end-users require a certain level of **facilitation skills** not always available within the TN consortium. In the formation of the consortium, more attention needs to be paid to ensuring this capacity is present and training activities need to be included in the project design to develop this capacity of the consortium members (and consequently in the agricultural sector across Europe as a whole).

#### 6. Monitoring and evaluation of uptake and use

The monitoring and evaluation of uptake and use of new knowledge are methodologically challenging, many current tools and indicators used are limited and only measure participation and engagement in project activities and not whether or not end-users adopted or adapted the new knowledge. Multiple elements contribute to the acquisition of knowledge and the process of learning by end-users. The decision making by the end-users on whether or not to use the new knowledge is complex and context-specific. In the different pathways described in Figure 2 different tools and methods should be used for M&E, from more participatory tools in pathway 1 to the use of analytics in pathway 3. Setting up a structured and systematic approach to M&E needs to be part of project design and run alongside project implementation/throughout the project's lifespan. Further work needs to be done to provide TN the tools to effectively monitor and evaluate uptake and use in the different pathways.

##### 5.1.2 Dissemination and exploitation tools and channels

#### 7. Selecting a blend of multiple tools and channels

As mentioned previously to achieve high impact communication a TN needs to select a portfolio of tools and channels based on its context, audience, and TN capacity and the value of recommending a set of main tools is limited. Once a TN self-assessment of these aspects is conducted and the overall strategy developed, using, for example, the pathway framework introduced in this report, tools and channels can be selected that are perceived most effective. A self-assessment tool in the form of a decision tree has been developed in T3.1 and will be included in the TN guidelines.

#### 8. Guidelines and best practice abstracts to improve communication and dissemination activities

A variety of good practice examples and PAs are provided in this report based on the outcome of WG3.3. As there are a fast number of tools, based on the discussions in the working group and results of D2.3 specific attention was paid to the following tools:

- Video ( see text box below)
- Farm demo, .farm walks, etc (link to Farm demo <https://farmdemo.eu/>)
- Online-forums





It also needs to be acknowledged that there are already a large number of toolboxes and how-to guides available related to communication and dissemination tools and we should not reinvent the wheel. In the TN guidelines, specific links will be provided to these.

#### **GOOD PRACTICE: The use of video for dissemination**

In an analysis of current TN dissemination videos, the following features facilitated a wider reach to end users and therefore can be considered as recommendations for creating a higher impact:

1. **Farmers and advisors presenting the thematic network story** creates the most engaging video for end users. This also utilises existing farmer and advisor followers and contacts, maximises visibility. For example, OK-Net Arable' *Roller Crimper* video with **38,932 views** since 8<sup>th</sup> February 2018 [https://www.youtube.com/watch?v=E5\\_4ooS\\_Yqc](https://www.youtube.com/watch?v=E5_4ooS_Yqc)
2. **Hosting your videos on YouTube** ensures they have dissemination reach and legacy beyond the life of the project. For example, the AgriSpin video *Dutch Potato Farmer Is a First Mover In Using Advanced Technology* has had **25,759 views** since 30<sup>th</sup> May 2017 <https://www.youtube.com/watch?v=ULlivevQ5hIU&feature=youtu.be>
3. **Advisory and farmers associations promoting your videos** is key to creating the widest reach and therefore higher impact. For example, 4D4F video on *Automated Feeding and Climate Control* has **8,263 views** since 25 May 2017 [https://www.youtube.com/watch?time\\_continue=1&v=C3-h9KDQ3k&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=C3-h9KDQ3k&feature=emb_logo)
4. **Using more than two languages** facilitates a higher number of views. For example, The AFINET video on *Olive tree pruning in a silvopastoral system: production pruning and frost damage recovery* includes subtitles in 3 languages and has had **7,513 views** since 9 July 2019, see [https://www.youtube.com/watch?v=HJFtazeAKTA&feature=emb\\_logo](https://www.youtube.com/watch?v=HJFtazeAKTA&feature=emb_logo)
5. **Filming your video in farm and field settings** are the most engagement locations. For example, the Inno4Grass video on *Managing dairy cows at grass with robotic milkers* has had **4,647 views** since 14 May 2019 [https://www.youtube.com/watch?v=6nS\\_8s8-Vl8&list=PL2f8Q2NnDp5o1E2zmsKkKGRBICRSHyBWz&index=4&t=0s](https://www.youtube.com/watch?v=6nS_8s8-Vl8&list=PL2f8Q2NnDp5o1E2zmsKkKGRBICRSHyBWz&index=4&t=0s)

### 5.1.3 EIP-AGRI common format for practice abstracts.

The EIP-AGRI common format aims to facilitate knowledge flows on innovative and practice-oriented projects from the start until the end of the project and to provide farmers, foresters, advisers, or whoever is interested in short and concise practical information in so-called 'practice abstracts'. These practice abstracts are a central tool to spread knowledge generated by TN and other H2020 interactive innovation projects. The EIP common format consists of a set of basic elements characterizing the project and includes one (or more) practice abstract(s). And PAs '*will also give visibility to actors involved and enable measuring impact and rewarding of researchers' work for practice, in an analog approach to research abstracts in peer-reviewed journals*'<sup>8</sup>.

#### Practice Abstract format

##### Essential elements:

- **Objective of the project in native language and English:** what problems/opportunities does the project address that are relevant for the practitioner/end-user, and how will they be solved? - (300-600 characters, word count – no spaces)
- **Short summary for practitioners in native language and English on the (final or expected) outcomes** (1000-1500 characters, word count – no spaces). This summary should at least contain the the main results/outcomes of the activity (expected or final) and the main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?

This summary should be as interesting as possible for end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.

##### Recommended elements:

- **Description of project activities in native language and English:** (max 600 characters, word count – no spaces): short summary highlighting main project activities.
- **Short summary for practitioners in English:** short summary according to guidance (see box above under "practice abstract"; 1000-1500 characters, word count - no spaces)
- **Audiovisual material** which is useful and attractive for practitioners (e.g. YouTube link, videos, other dissemination material)
- **Website of the project (URL)**
- Links to other website(s) hosting information on the project (results) that are available after the project has ended, by preference using the existing local/regional/national communication channels that practitioners most often use.

Although the common format has been designed to be easily accessible online, understandable, and applicable to the target end-users, it became evident from WP 2 and the discussions in WG3.3 that this is not always the case. The main concerns related to the intended target group and the accessibility, acceptability, availability, and quality of the information provided availability.

Since the introduction of the common format with the PAs, there has been a debate about the intended target audience. In WG3.3 there was a clear view that role of the advisor is to help farmers to utilize the information in the practice abstracts, hence potential more focus on promoting the use

<sup>8</sup> [https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/eip\\_common\\_format\\_-\\_14\\_oct\\_2015.pdf](https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/eip_common_format_-_14_oct_2015.pdf)



of these by advisor might increase its impact as well as providing some sort of support and guidance for advisors on how to use the information.

**Accessibility of information provided:** Practice abstracts must be easily accessible to end-users and the EIP-AGRI website might not be the most obvious source of information for them. A proper search function is essential to provide a good/easy end-user experience and ability to filtering and sorting on the sector, topic, and language. It also needs to be noted that many end-users simply do not access the internet for information due to various reasons from actual limited availability, to difference in information-seeking behavior, hence, will not have access to the information provided. This raises questions about the equity of access when only providing the information through one particular platform.

**Acceptability of information provided:** It is well known that one of the key factors for uptake and use of information by farmers/foresters is trust in the source of information. The information provided in a PA needs to provide enough insight and potential ‘evidence’ that the source is credible (otherwise it will be seen as a risk). The information provided to be able to judge by an end-user whether the source is credible is currently very limited and often the source is unclear. An option for end-users to promote the practice abstract themselves via a sharing or rating function might provide some solution to this challenge as it provides credibility or validity through its value defined other end-users

**Availability of the information provided:** One of the main limitations is the availability of information in terms of language; many end-users across Europe do not speak English and limited content might also reduce its effectiveness of the action or outcomes being taken up by the end-user. In the current format with the character limited a practice abstracts cannot provide all of the information about a concept, approach, or innovation but they must provide enough information to promote further enquiry, thus being a source of inspiration. They should also be a virtual bridge to further information such as factsheets, technical note, or videos. This should not be optional but mandatory.

**Quality of the information provided:** There is currently no mechanism in place to ensure the quality of content in terms of the quality of language style, tone appropriate to the audience, clarity of description, etc. as well as the quality of it (technical) content.

Taking the AAAQ criteria into consideration several scenarios are being developed for testing with the end-users as part of the SIB in the WP3 T3.5 workshop. These scenarios look at:

**1. Improvement of the current format.** Assuming the common format will be required in its current format, what improvement could be made to increase its uptake and use? For example, at a minimum a better search function and mandatory links to information such as factsheets, technical note or videos

**2. Enhancement of the current format.** If more extensive change could be made how would the PA look like? For example exploring the options for making it more interactive and including a sharing or rating function and a change in form to pictures, videos (under 30 seconds), and charts over large sections of text. There are already several TN who have developed good examples on how this could be done. And providing a better mechanism to create clarity about source and quality.

**3. Integration of the format** into the e-knowledge reservoir. This scenario explores the integration of the common format into the EURAKNOS e-KR and is linked to the deliverable D3.2

## 5.2 Next steps

### 5.2.1 Development of the TN guidelines

All the recommendations of the different working groups, including the ones summarized in the previous paragraph, will be collated into the HIKR TN technical guidelines T3.5 and D3.5. These guidelines will also include the results of D2.5 and D5.4. The recommendations from deliverable reports D3.1 to D3.4 will be combined into one document for a harmonized approach. Based on the discussion in WG3.3 and further reflection the following recommendations are made for the development of the TN guidelines.

**Objective of the TN guide:** In the development of the guidelines we have to decide how prescriptive these guidelines need to be. *With these guidelines are we producing microwave meals or guidance on how to develop new recipes?* A TN operates in a complex environment, hence, it would not be effective to provide ‘simple’ blueprint solution, e.g. microwave meals, and to quote Chambers (2017 p91) [Thematic Network] *approaches and methods are not a supermarket packaged meal for heating in a microwave: they are cooked from raw materials selected to fit the occasion. The huge and growing range and accessibility of ingredients give scope for new recipes, for ingredients added in the course of cooking, for unique mixtures, and new combinations and inventions.* Hence TN’s need to ‘cook’ to fit the occasion (context) and effectively reach a diversity of end-users. This often means the guidelines will need to provide flexibility and focus on supporting TNs in decision making and development of strategies for harvesting, dissemination, and exploitation of knowledge to manage this complexity and come up with their own recipes suitable for their specific TN context (in terms of subject, sector, region, end-user, etc) to reach the greatest impact. The guidelines do not need to provide answers, they need to guide through a strategic thinking process and provide decision making support tools and exercises for the TN to use to come up with their own best/optimal project design and end-user engagement strategy in their specific context for the highest impact.

**Going back to the heart of a TN: the MAA:** The core of a TN is the MAA and the fact that a TN is a ‘network’ of multi-actors. This should not be seen as a separate element but an integral part of all sections in these guidelines from the very start of developing the TN project consortium to the dissemination and exploitation of the result. In the way WP 3 has been functionally designed in separate tasks, we run the risk of compartmentalizing the MAA instead of ‘mainstreaming’ it through the guidelines.

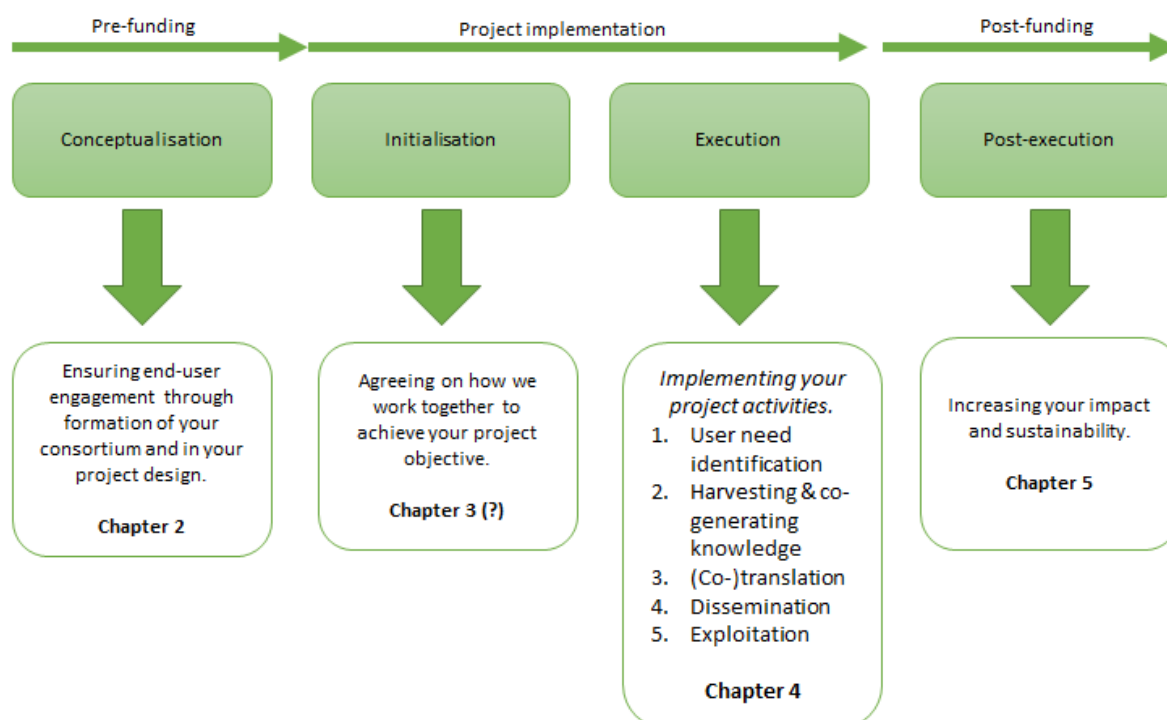
**Content of the HIKR TN technical guidelines:** As mentioned in the previous point we have to go beyond the functional WP task structure and develop an effective and usable content structure for the guideline. And this structure needs to allow us to include all the work done in the working groups, on the TN visioning and the TN recommendations coming out of WP 2 Budapest meeting, and pull all of these together in a coherent document with a consistent narrative/story, see Figure and a tentative content outline below.

1. Introduction
2. The Multi Actor Approach
  - 2.1 The project consortium  
*including: what are multi-actor thematic network, characteristics, differences, who is involved, what partners to include, how to get effective networks content of WG3.4*
  - 2.2 Designing your end-user engagement strategy  
*including guidance for designing TN knowledge harvesting and co-creation activities, how to develop an effective strategy with max impact in the specific context*
3. Principles for working effectively in a MA consortium  
*including principles to make the TN a success, learnings from D2.5*



- 4. Project execution
  - 4.1 User need identification
  - 4.2 Harvesting and (co-)generation of knowledge
  - 4.3 (Co-)translation
  - 4.4 Dissemination
  - 4.5 Exploitation
- 5 Increasing your impact and sustainability
  - 5.1 Measuring success and increasing impact
  - 5.2 Sustainability of knowledge: link to Euraknos e- knowledge reservoir (include parts from D5.4 vision paper)

Figure 6 Visual of the chapter outline of the TN guidelines



### 5.2.2 EURAKNOS workshop 2

A 2-day workshop is planned in T3.5 to validate the recommendations developed by the working groups in T3.1 to T3.4 and engage TN coordinators and end-users (through the KIP & SIB) in the co-design of the TN guidelines. Unfortunately, due to the Covid-19 outbreak, this workshop will not happen face to face and all sessions will be conducted online. In this workshop, the results of the WG3.3 will be shared and discussed, and in particular further work will be done on the testing of the scenarios developed for the improvement of PAs.

**Annex 1 Detailed Workshop outline**

Day 1 12th of December			
Time	Activity	Purpose & Method	Lead Facilitator
8.30.-11.00	Introduction plenary session Session 1	Introduction to Euraknos and welcoming exercise 5 min intro to WG3	Various Lisa/Jess
11.00-11.30	Coffee break		
11.30- 12.30 (60 min)	Session 2 Intro to WG3	<p><b>Introduction: who is in this working group (20 min)</b></p> <p><b>Exercise 1:</b> Method: Intro-exercise to identify who is in the room and capture experience (Line up game + experience counting)</p> <ul style="list-style-type: none"> <li>• How many different types of actors are you working with?</li> <li>• How many languages are you communicating in?</li> <li>• At how many levels are you working on local, national regional, international?</li> <li>• How many countries are you working in?</li> <li>• How many year of experience do you have working with farmers and other end-users?</li> <li>• What is the level of energy and enthusiasms for this workshop? After line up ask why and what their expectations are?</li> </ul> <p><b>Present and expand on the objectives of WG 3 (20 min)</b></p> <p><b>Exercise 2:</b> Difference between communication and dissemination. Quick sticky note exercise to create understanding between these two based on EU terminology. Ask each participant to put key words that define either communication or dissemination on a sticky note, one per sticky note. (defining/refining target group for each)</p> <p>Plenary question: do you perceive you are working more on communication versus dissemination?</p> <p>After 10 minutes, card sorting and further explanation of definitions.</p> <p><b>What have we done so far and what are the key issues?(20 min)</b></p> <p>Presentation of outcome survey and Budapest meeting.</p> <p>Setting of the scene: ambition of standardization of communication and dissemination including</p>	<p>Jess Lisa writes</p> <p>Jess</p> <p>Lisa Jess writes</p>



		<b>Exercise 3:</b> What do we mean with higher impact? Plenary discussion with writing on flipchart	
12.30 -13.30	Lunch		
13.30 -14.45 (90 min)	Session 3 Strategies and tools for high Impact communication	<p><b><i>Communication: Strategies and tools for high impact communication to specific audiences: increasing the public visibility of TN project and its results</i></b></p> <p>Session objective: To share and harvest strategies and tools for high Impact communication and particularly look at the use of social media (summarise use D2.3 result in a matrix as a basis for discussion) <i>Deciding on an effective communication strategy and communication toolkit</i></p> <p><b>Exercise 3:</b> Group discussion, two groups, world cafe style, (round 1 30 min, round 2 20 min, plenary 10 min)</p> <p>A. <b>Developing a communication toolbox:</b> projects are required to develop a communication plan to promote the project (add specific objectives). How do projects choosing the right tools in the communication toolbox. What questions do the consortium need to ask when developing this plan, (decision making support tools?) what are the variables that influence these choices? (standardised tools versus best fit: pick and mix, blend of multiple channels and a portfolio or tools/materials key messages)</p> <p>B. <b>Use of social media for project communication:</b>, experience, challenges and good practices, what worked well and what was not so successful and why, do's and don'ts (the use of social media)</p> <p>Plenary presentation and discussion (interpersonal, mass and mid -media, digital and social)</p>	Lisa  Jess
14.45-16.00	Session 4: Effective dissemination to maximise impact	<p><b><i>Effective dissemination to maximise impact: dissemination pathways,</i></b></p> <p><i>Session objective: to identify dissemination (knowledge exchange) pathways to higher impact, effective tools, barriers and good practice to overcome the barriers and specifically engaging farmers in online forums.</i></p> <p><b>Exercise 5:</b> plenary discussion to identify higher impact pathways (knowledge exchange pathways) (30 min). Presentation and explanation of the intimacy egg diagram.</p> <p>❖ <b>Pathway 1:</b> co-translation &amp; and co-creation of knowledge by end-user within the network</p> <p>❖ <b>Pathway 2:</b> upscaling of knowledge by the network members to end-users beyond the network (peer to peer)</p>	





		<p>❖ <b>Pathway 3:</b> out scaling of knowledge to end-users beyond the network through knowledge 'brokers' (advisors etc. who have not been involved in the network)</p> <p><b>Exercise 6:</b> identification for effective tools barriers and good practice, and monitoring</p> <p>1. What tools and methods are effective in each pathway:</p> <ol style="list-style-type: none"> <li>Best practice versus best fit?</li> <li>Creative and innovative tools: e.g story map.</li> <li>Interpersonal versus digital and social, impact and effectiveness: emerging tools to incorporate both...</li> </ol> <p>2. What are the predominant barriers/challenges in each pathways such as internet access, language etc.</p> <p>3. What are good practices in each pathway</p> <p>4. How can we monitor/evaluate application and effectiveness?</p> <p>Mapping of existing guidelines on tools: use of social media, engaging farmers in online forms etc - no need to re-invent the wheel</p>	
16.00-16.30	Coffee break		
16.30-18.00	Session 4: Effective dissemination to maximise impact: continuation	<p><i>Continuation Exercise 6</i></p> <p><i>Engaging farmers in on-line forums : do's and don'ts (online platforms)</i></p> <p><b>Exercise 7:</b> Small group discussions in 3s discuss specific example when you used online forums for communication and reflect on what worked well and what was not so successful and why. After 20 min discussion write on sticky notes DO's and DON's (10 min) and collect on the wall (5 min).</p>	Jess





Day 2 13th of December			
Time	Activity	Purpose & Method	Lead Facilitator
8.30-9.00		Reflection and summary of work WG day 1 and explanation of the day 2	Lisa/Jess
9.00- 10.15	Session 5 Improving the Practice Abstracts	<p><b>Common format: How can we improve the common formats for practice abstracts and link this effectively to the HIKR?</b></p> <p>Session objective: to identify improvements for the PAs using an appreciative enquiry approach</p> <p>Presentation of the common format: The EIP- AGRI practice abstracts are a central tool to spread knowledge. The common format should be online with end-users expectation and should be easy understandable. Besides the EIP-AGRI abstract sheets, much more project information and knowledge is available in different types of formats</p> <p><b>Exercise 8:</b> PA visioning: discover dream design</p> <p>Discover: asking positive questions to explore the concept of PA</p> <p>Dream: envision what it could be – visual?</p> <p>Design: provide concrete recommendations for improvement</p>	
10.15-10.30	Coffee break		
10.30-.11.30	Session 6: Market place	Intergroup exchange	Maxime and WGs facilitators
11.30-12.30	Session 7 WG3 Reflection consolidation, and way forward	<p>Exercise 9: Reflection on session 6: Identification of areas of overlap, things you learned, surprised to see frustrated etc – sticky notes?</p> <p>In plenary consolidation and way forward</p> <p>Evaluation</p>	
12.30-13.00	Workshop end		
13.00	Lunch		

