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D11.1 Communication Plan

Public Report

WP11 Impact and Dissemination

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Abstract: This deliverable embodies the Communication Plan and will report on Task 11.1. The communication plan includes a long list of the future users of the SUSFANS toolbox and first clusters of regions and target groups.



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Communication Plan

1.	Introduction	3
2.	Background	4
2.1	Project summary	4
2.2	Consortium description.....	5
3.	Harmonised Objective and Mission/Vision.....	5
3.1	Objectives of the project.....	6
3.2	Mission and vision statements	6
4.	Target audiences.....	7
5.	Main communication channels, tools and materials.....	9
5.1	Visual Project Identity (logo).....	9
5.2	Web-tools for communication and dissemination	10
5.2.1	The SUSFANS website	10
5.2.2	The SUSFANS Intranet.....	10
5.3	Social media	10
5.4	Newsletters, brochures and articles	11
5.5	Press and Media.....	11
5.6	Scientific publications	11
5.7	Contribution to conferences and scientific events	12
6.	SUSFANS toolbox Europe Tour.....	12
6.2	Dissemination material and protocols for the SUSFANS toolbox Europe Tour	13
6.2	Organize and execute the SUSFANS toolbox Europe tour	13
6.3	Draft an academic paper on feasibility and acceptance of SUSFANS Toolbox and results	13
7.	Stakeholder Engagement in term of general SUSFANS activities	14
8.	Internal communication operating procedures and material	14
8.1	Operating Procedures – coordination of dissemination activities	14
8.2	Dissemination material for internal and external use (templates, etc.).....	14
8.2.1	Material for external communication purposes:.....	14
8.2.2	Material for internal communication purposes:.....	15
9.	Partners’ responsibilities.....	15
10.	Accountability	15
11.	Evaluation of the Communication plan	16

1. Introduction

The mission of SUSFANS is to deliver high-quality research, inspired by the desire to support evidence-based policies and innovation strategies that will fruitfully underpin a more sustainable consumption and production of food in the EU. SUSFANS aims to better inform navigation on sustainable food in the public and private arena.

For this task to succeed, the group of 16 organisations for delivering and disseminating research will cross the barriers between social science and agricultural disciplines, and will engage intensively with the community of stakeholders in the European food system. We seek to build bridges between worlds of agriculture and food on one hand, and public health and nutrition on the other.

The SUSFANS agenda has stakeholder interaction at the core. It is a transdisciplinary undertaking, which involves a close interaction between researchers for multiple disciplines and with the firms, institutions and organizations that operate, govern and influence the food system. The multidisciplinary nature of the SUSFANS project requires an efficient communication strategy both at internal (consortium) and external (stakeholder and dissemination of outputs) levels. For this reason a well-defined communication and dissemination strategy is considered of paramount importance and is set in the centre this project.

The communication strategy of SUSFANS is a collaborative effort of all project partners, with LEI-WUR and UBO spearheading the work in their respective qualities of project coordinator and in communication specialist in the science-policy interface. The communication work (WP11 “Impact and dissemination”) links up closely with the activities with the Stakeholder Core Group (WP6 “Stakeholder interaction and scenario review”). The communication plan describes how the dissemination will be instrumental for the project in achieving its expected impact, and define what activities will be implemented to realise the ambition.

LEI-WUR will coordinate the Communication strategy to ensure maximum impact and uptake of the research results. UBO will play a key role in supporting all partners in carrying out their dissemination activities, in the most efficient way. UBO will provide the necessary expertise in tailoring the messages for the specific target audiences and finding appropriate means of communication.

All SUSFANS partners will be facilitated to act as collaborators in communicating about the project, its aims, the work undertaken and its implications.

The communication plan is a living document that is foreseen to be revised regularly and adapted throughout the project according to the progress in the scientific agenda, the

stakeholder engagement and the evolution of the societal and policy environment. Not least, the strategy will be adapted to the emergence of new communication tools and platforms.

2. Background

The aim of the SUSFANS communication plan is to identify target stakeholders, define key messages to communicate on the project, select the appropriate means of communication and tools and tailor information to the intended outlets and ensure effective delivery.

The focal point for dissemination towards the end of the project is the SUSFANS toolbox Europe tour. A preliminary strategy for the tour, including a strategy to address the challenges to meet a variety of local interests across European member states, will be presented in the first version of the plan.

The plan also addresses what partnerships will support the relevance of the SUSFANS-concept for shaping the science and policy agenda outside of the EU, particularly in low and middle-income countries. The NTU and its network of Asian academic partners will be instrumental in achieving global impact. After the Interim Review and the second plenary meeting, the plan will be updated. All consortium partners will identify potential (non-technical) users (e.g. policy makers and other stakeholders) at (i) (inter)national level in SUSFANS regions; and (ii) EU level.

2.1 Project summary

Strengthening food and nutrition security (FNS) in the EU requires sustainable food consumption and production. To gauge the policy reforms needed for this major societal challenge, the SUSFANS-consortium will identify how food production and nutritional health in the EU can be aligned. The multidisciplinary research agenda of SUSFANS will build the conceptual framework, the evidence base and analytical tools for underpinning EU-wide food policies with respect to their impact on consumer diets and their implications for nutrition and public health, the environment, the competitiveness of the EU agricultural-food sectors, and global FNS.

Based on a conceptual model of the food chain and its stakeholders, SUSFANS will develop suitable metrics and identify major drivers for sustainable FNS, integrate data and modelling, and develop foresight for European sustainable FNS.

Central asset is a coherent toolbox which integrates two complementary strands of state-of-the-art quantitative analysis: (i) micro-level modelling of nutrient intakes, habitual dietary

patterns and preferences of individual consumers, and (ii) macro-level modelling of food demand and supply in the context of economic, environmental and demographic changes on various time-scales and for multiple sub-regions. The tools will bridge the current gap between policy analysis on the EU agricultural food sector and the nutrition-health sector. Case studies and scenarios based on stakeholder input from consumers, food industry, farmers/fishermen, government and the scientific community are instrumental in achieving this goal.

The project will provide a comprehensive set of tools for assessing sustainable FNS in Europe, centred around the implications of the current diet for the sustainability of production and consumption in the EU, and the options for the EU agricultural food sector (including fisheries and aquaculture) to improve future diets in the near future (up to 5 years) and in the long run (one or more decades ahead).

2.2 Consortium description

SUSFANS is based on a versatile consortium of 16 partners (LEI-WUR, UBO, INRA, CEPS, WU, UOXF, IIASA, SZU, ANSES, CRA, DTU, ILSI-EU, SP, JRC, NTU, Luke) from 12 countries, including a non-EU country (i.e. Taiwan). The project co-ordinator is LEI-WUR.

The SUSFANS consortium is at the scientific frontier of three different strands of research that collectively are key to delivering the objectives of the project. The integration of these three strands of research is pivotal for achieving the ambition of establishing a comprehensive, future-proof analytical framework for sustainable food and nutrition security in the EU - within a global context.

Through the consortium's broad national and international networks, SUSFANS will gain access to different stakeholder groups. All partners will act as SUSFANS ambassadors and contribute to the dissemination of the project. LEI-WUR and UBO will assist partners with their expertise and help them tailor and target material to appropriate stakeholder groups.

Beyond the consortium, SUSFANS is facilitating a platform for interaction with a core group of stakeholders that will be asked to provide feedback and advise on the project as the scientific agenda develops. However, it should be highlighted that this remains strictly under the remit of WP6.

3. Harmonised Objective and Mission/Vision

To safeguard a harmonised approach, SUSFANS has developed a mission and vision statement that will be used in all internal and external communication material.

3.1 Objectives of the project

One of the major societal challenges facing the EU is strengthening its food and nutrition security by advancing to a more sustainable food consumption and production. To gauge the policy reforms needed to tackle this challenge, the SUSFANS-consortium will identify how **nutritional health and food production** in the EU can be better aligned. The multidisciplinary research agenda of SUSFANS will build a **conceptual framework, an evidence base and analytical tools** for underpinning **EU-wide food policies** - with respect to their impact on consumers' diets, on nutrition and public health, on the environment, on the competitiveness of the EU agricultural-food sector, as well as on global food and nutrition security (FNS). The **framework, evidence base and tools** resulting from SUSFANS will help to **achieve future sustainable Food and Nutrition Security in the EU**. It will do so by advancing **scientific standards for metrics, models and foresight activities** that can support policy-makers and other stakeholders.

3.2 Mission and vision statements

Mission Statement

SUSFANS will deliver high-quality research, inspired by the desire to support evidence-based policies and innovation strategies that will fruitfully underpin a more sustainable consumption and production of food in the EU. SUSFANS aims to better inform navigation on sustainable food in the public and private arena.

For this task to succeed, the group of 16 organisations for delivering and disseminating research will cross the barriers between social science and agricultural disciplines, and will engage intensively with the community of stakeholders in the European food system. We seek to build bridges between worlds of agriculture and food on one hand, and public health and nutrition on the other.

Vision Statements

Our motto is "EU Food systems for health, environment and enterprise". SUSFANS strives to make a leading scientific contribution – on the basis of metrics, foresight and modelling – to a balanced and encompassing view on improving food and nutrition security outcomes and making food in the European Union more sustainable.

Improvements in the diet of the European population must both come from, and be supportive of, food systems that contribute to public health, environmental protection and thriving enterprise on the long term.

4. Target audiences

The SUSFANS main target audiences comprises of its external and internal stakeholders.

As, SUSFANS is addressing a wide range of issues connected to diets and European food systems, i.e. public health, stability and resilience, resource scarcity and the sustainability in terms of environmental, social and economic considerations. This opens opportunities for engagement with a wide range of stakeholders.

The European food system comprises a potentially vast set of actors engaged in the activities from growing to producing and ultimately consuming food, and the provision of input and dealing with waste. They operate within, and are influenced by, a number of 'environments' (i.e. government policies, markets, science and technology, social organisations and biophysical conditions), all of which have their own galaxy of stakeholders with a range of motivations. Broadly speaking these fall into three main stakeholder 'types': those engaged in (i) food system activities; (ii) food system policy; and (iii) food system influences (Table 1). The particular relevance of each category of stakeholders for SUSFANS and examples of organisations, companies or institutions is explained in the report on the Stakeholder Core Group.¹ A subset of the stakeholders is seen as an interesting group for soliciting potential future use of the SUSFANS toolbox. Those are specifically targeted in the nutrition and sustainability modelling community in government service and large corporations. It is important for SUSFANS to capture and influence the 'world views' of this wide array of all sets of stakeholders in a practical, yet balanced way. This will be achieved with a three-legged strategy:

a) A representation from the broad array of food system stakeholders will be invited to be part of a stakeholder community that will remain in place throughout the life of the project. The purpose of the "SUSFANS Stakeholder Core Group" is to ensure that SUSFANS products are of optimal value to a balanced range of end users by means of a solid and effective interaction between the stakeholders and the research agenda. The Core Group will be formalised in its initial composition at the Inaugural Stakeholder Workshop (Prague, 30 October 2015). Three other workshops are scheduled to follow within a time span of three years. WP6 will organise the events as well as the communication and dissemination practices around them.

¹ "The SUSFANS Stakeholder Core Group, drawn across different sectors and roles in European sustainable food and nutrition security". SUSFANS report, Deliverable 6.1, by John Ingram, Pierre Dussort and Thom Achterbosch, July 2015.

b) Dedicated efforts will be made to reach national-level decision makers from the EU member states in the areas of agriculture & food, and health & nutrition because they are among the targeted future users of the SUSFANS toolbox. It is acknowledged that the rules, regulations and decisions from European institutions play a major role in the governance of the European food system. However, many of the incentives for sustainable consumption and production are developed or fine-tuned at the level of Member States, due to the subsidiarity principle. It is therefore of paramount importance for the uptake and impact of the SUSFANS project to engage with the actors that underpin decision-making at this level of governance. The main vehicle for this will be the workshops planned in each one of the four study countries, which are sequentially organised towards the end of the project in the format of a tour through Europe.

c) The project will also aim to communicate with a wide audience among the stakeholders of the EU food system and the public at large (e.g. consumer organisations, civil society organisations, etc.). Substantial effort will be made to translate research results into information that can be picked up by non-specialists, and to use formats that stimulate dialogue. The remaining sections of this document will indicate the communication strategies towards the wider audience.

Finally, due attention will be given to the internal communication channels in order to guarantee high level of collaborative working among the consortium partners.

Table1. Mapping of food system stakeholders with relevance to SUSFANS

Three stakeholder types and their main categories		
<i>Food System Activities</i>	<i>Food System Policy</i>	<i>Food System Influences</i>
Agricultural input suppliers	EU-level policy makers	Health sector organizations
Primary producers (crops; livestock products; fish and aquaculture; fruit and vegetables a.o.)	National-level and regional level policy makers	Consumer groups
Ingredient companies		Environmental groups
Processors and packers		Academic and training institutions
Transport and logistics		Certification or auditing organisations
Retailers		Finance sector
Food service sector		Overseas Development sector
Commodity traders		

5. Main communication channels, tools and materials

Within the UBO team, a dedicated group for the communication of research in agricultural and development economics is responsible for developing the SUSFANS communication material. UBO will also play a key role in assisting partners with tailoring their communication throughout the project, as appropriate.

5.1 Visual Project Identity (logo)

To enhance a strong visual identity the following logo has been created:



The SUSFANS-logo is a reminiscence of parts of the Sanskrit form “Prithvi”, which means earth. It has been newly combined to a circle, a traditional symbol of harmony and integrity. The logo is divided in three main parts, floating around the SUSFANS-Logo text.

The upper circle has a deep blue colour and symbolizes the sky, as a framing healthy environment. The three green sublines symbolize nature and are statements for the sustainable production of agricultural food in a traditional, organic and industrialized way.

In the middle, under the logo text with its key message, there is a blue wave, symbolizing rivers and the sea, a traditional source of food. It is an aim of SUSFANS to integrate all food sources in a sustainable way. On the right side, the wave is transiting into an EU-flag.

At the bottom, we can see a circle in form of bread, symbolizing food in its fertilized form. A healthy diet with a high variety of food is essential for all EU-citizens

5.2 Web-tools for communication and dissemination

5.2.1 The SUSFANS website

The SUSFANS website was launched at the very start of the project. The website, www.susfans.eu, will serve as the public portal of the project. It will be updated regularly with news about the project's researchers and their activities. At times, dedicated sub-sites may be launched to facilitate targeted exposure for specific events or products. An example is the blog for the kick-off meeting <http://kickoff.susfans.org/>.

The project website will be created with input from the consortium during the first months of the project. The project website will be maintained by UBO during the project phase. LEI-WUR will follow up at least up to 3 years after completion of the project. It will have an external and internal structure. The internal structure is for internal communication purposes and storage of non-public project files. The website will offer completed research output as well as provide key data that will allow the user to interact with the research findings.

5.2.2 The SUSFANS Intranet

The SUSFANS intranet will serve as a medium for internal communication within the consortium. As per data protection and privacy rules, it will be protected by user specific log-in request.

This private collaborative space will facilitate document exchange and virtual networking across the project and will be populated on a regular basis with the following information:

- Consortium participants and members directory;
- Reports, meeting agendas, minutes and presentation;
- Project deliverables;
- Highlights of activities across the project;
- News and media activity.

5.3 Social media

Social media activities will be developed in the course of the project based on demand and active participation of the project members. Social media are an excellent tool to reach out to a broader, non-stakeholder audience. The project will establish a LinkedIn group for an active exchange with the stakeholder group (to be handled / moderated by WP 6). The SUSFANS LinkedIn group will build upon and be linked with existing LinkedIn networks to enable communication with external, topic-related stakeholders. Further possible social

media activities include a Facebook site, a twitter account (@susfans_eu, https://twitter.com/susfans_eu) and a youtube channel.

5.4 Newsletters, brochures and articles

- Two project leaflets for a general audience: one presenting the main elements of the project (at the beginning) and the other summarising project achievements (at the end);
- Press releases on the project in English and translated into the partners' languages – the latter to be handled by the partners;
- Two articles for specific magazines and relevant audiences (scientific or academic papers not be written by UBO);
- An entity poster or roll-up featuring the logo and key messages of the project for use at booths and workshops;
- An electronic newsletter to be published around two or three times a year reporting on project-related news and activities (in addition to news on the Website), outcomes of selected consortium meetings/stakeholder workshops;
- Any additional material “on specific demand”.

5.5. Press and Media

The project communication team will strive to reach out to general media to increase the impact of the project and its outcome. With the help of the SUSFANS-partners media contacts will be established in the course of the project. Media relations will then be maintained by:

- Releasing press releases on appropriate occasions and issues and offering SUSFANS experts and stakeholders for interviews to media;
- Media coverage of scientific publications (e.g. on website);
- Webinars;
- Outputs leading to film, video and e.g. podcasts will be identified during the course of the project.

5.6 Scientific publications

It is envisaged that publications will include the following types:

- a. Core publications (peer-reviewed scientific papers, technical documents, discussion papers and preparation of standards);

- b. Other publications (abstracts, posters, presentations and publications to qualify for a degree);
 - c. Others (leaflets, brochures, flyers, short articles and periodic updates for various target audiences –see section 5.4.).
- The coordinator will monitor publications emerging from the project and will create a database of all consortium-wide outreach from the project – partners are stimulated to submit additional individual publications to the database;
 - Free access to research results will be ensured by publishing key results from the project as open access articles, and by keeping a repository of the deliverable reports that are destined and eligible for public access (the repository will be accessible through the website);
 - A publications Code of Practice will provide guidance to the consortium concerning the procedures and ethics involved in publishing results.

5.7 Contribution to conferences and scientific events

- The co-ordinator, in collaboration with WP1 and WP6, will work together to identify relevant meetings where the SUSFANS project and its outputs can be presented;
- The coordinator will monitor the scientific meetings where the project work is disseminated (develop a kind of database?).

6. SUSFANS toolbox Europe Tour

The SUSFANS Europe Tour aims at bringing together partners and stakeholders Europe-wide and reaching out to specific national audiences who cannot be reached by the project from a central position. This makes the project a European project.

The purpose of the Tour is to validate the use of the SUSFANS Toolbox as the scientific standard for assessing EU sustainable food and nutrition security. These out-reach meetings will be held in the four SUSFANS regions (Czech Republic, Denmark, France and Italy). The will seek to engage decision-makers and stakeholders at the national level in the process of integrating the SUSFANS methodology into their methods of strategies for making evidence-based policy in the domains of agri-food and nutrition-health.

6.2 Dissemination material and protocols for the SUSFANS toolbox Europe Tour

- Based on outputs from Task 11.1, WP6 and WP10, a 5-minute film to visualise and create awareness on food security and sustainability and insights stemming from applying the SUSFANS toolbox will be prepared via a script;
- A standard slide-set (80%) accessible to a general audience will be prepared with the support of project-researchers, illustrating comprehensive understanding of the drivers of sustainable FNS, the evidence-base and modelling tools;
- A specified and adapted slide set (20%) for the different SUSFANS consortium partners (DK, I, FR and CZ) and relevant non-EU countries, and specific non-technical user groups (Industry and Public Health Organizations) will be prepared by the national consortium project partners in their respective languages as well;
- Finally, a protocol will be created to introduce, apply and discuss outcomes of the SUSFANS Toolbox. The SUSFANS consortium partners will receive the protocol to organise meetings where the standard set of slides and the film can be presented to raise awareness on SUSFANS.

6.2 Organize and execute the SUSFANS toolbox Europe tour

- Regional presentation meetings (N=4): Based on the protocol developed in Task 11.4, LEI WUR and consortium partners in the countries (SZU, DTU, ANSES and CRA, respectively) will co-organize presentation meetings (20 participants, chaired by the PC) for outreach purposes to introduce the SUSFANS toolbox, and its results and insights on sustainable FNS in 4 European regions (DK, IT, FR and CZ);
- Specific non-technical user target groups (N=2): Drawing from outputs of WP6 workshops and WP10, the SUSFANS project coordinator will chair 2 presentation meetings: in Czech Republic for European PHO and in The Netherlands for Industry;
- When relevant and feasible the consortium will contribute to a likewise meeting in non-EU regions, such as Asia-Pacific (through NTU) or US (through LEI & UOXF).

6.3 Draft an academic paper on feasibility and acceptance of SUSFANS Toolbox and results

Based on the report from each regional workshop (T11.5) the main results on feasibility and acceptance of the SUSFANS Toolbox and its results and insights on sustainable FNS will be published in an academic paper to be written by SUSFANS scientists.

7. Stakeholder Engagement in term of general SUSFANS activities

- As explained above (4. Target audiences), stakeholder engagement is central for this project. There are two levels of stakeholder involvement: a. core group (WP6) and b.ad-hoc involvement at specific workshops;
- WP6 has prepared a report on the “SUSFANS Stakeholder Core Group, drawn across different sectors and roles in European sustainable food and nutrition security” .
 - It is extremely importance to pay attention on how to engage and sustain stakeholder throughout the life of the project and select the most effective communication tools for each one of them (select from the tools mentioned above).

8. Internal communication operating procedures and material

8.1 Operating Procedures – coordination of dissemination activities

All dissemination activities and actions taken by the SUSFANS partners, that are relevant to the project and its outcomes, shall be regularly monitored. This will enable us to keep track of dissemination in a harmonised manner and build a strong database that will be one of the tools of evaluating the external impact of the project. The Partners will have to send regular feedback to the co-ordinator, as instructed. Requested information will include:

- a. Conference, workshops, other meetings and events where partners have presented the project;
- b. Events of interest and networking opportunities in view of the maintenance of an “live” stakeholder core group;
- c. Scientific publications
- d. Dissemination material (e.g. leaflets, presentations, website info, bogs, etc.);
- e. SUSFANS specific templates for harmonised feedback from the partners;
- f. Publication procedure and code of ethics.

8.2 Dissemination material for internal and external use (templates, etc.)

In view of the harmonised approach taken within this Communication Plan, the coordinator is in charge that materials are developed for internal and external communication purposes.

8.2.1 Material for external communication purposes:

- a. Templates for deliverables;

- b. Templates for PowerPoint Presentations and posters;
- c. Leaflets;
- d. Corporate Design Manual for producing materials according to the Guidelines by consortium partners;
- e. SUSFANS members should include link to the SUSFANS website in their communications.

Furthermore, all partners can contact UBO for assistance and support to enhance their visibility. Report back to UBO any press-related activities, blog-posting etc.

8.2.2 Material for internal communication purposes:

- a. Reporting forms – dissemination;
- b. Reporting forms – financial;
- c. Intranet with a chat function, a forum and an internal news section (see 5.2.2.).

9. Partners' responsibilities

- UBO will support partners developing their messages, etc., producing posters, flyers or digital layouts for special occasions;
- Partners should inform the co-ordinator about: any upcoming publications, dissemination, activities, etc.;
- To ask for approval before any specific ways of dissemination. Partners should comply with Corporate Design Guidelines / Logo and direct press requests to UBO;
- Networking and stakeholder database development;
- Other.

10. Accountability

SUSFANS will deliver a summary of progress and financial status to the European Commission at 4 times during the project, as specified in the contract.

11. Evaluation of the Communication plan

- The communication plan shall build and develop as the project evolves;
- Will be presented to the partners for their feedback;
- Results will be reported to the EC as part of the annual and final reports;
- Will be monitored and evaluated on a regular basis;

Key indicators for assessing the project's success in achieving impact include:

- Monitor visits of the website and relevant web-statistics;
- Media activity monitoring;
- Social networking monitoring;
- Assess number and (potential) impact of publications;
- Feedback from workshops;
- Assess visibility in any other possible manner.
- (Opportunities for) spin-off.