



Communication Plan

Deliverable No. 11.1

SUSFANS DELIVERABLES

Karin Zimmermann, Alma van Veen and Sebastian Eckert

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.



Version	Release date	Changed	Status	Distribution
V1	20/04/2015	30/04/2017	Final	--

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 633692 to the sum of €5M over 2015 to 2019.



Project name	SUSFANS
Project title:	Metrics, Models and Foresight for European SUStainable Food And Nutrition Security
Project no	633692
Start date:	April 2015
Report:	D11.1
Work package	WP 11
WP title (acronym):	
WP leader:	WUR
Period, year:	1, 2017
Responsible Authors:	WUR) Karin Zimmermann, (UBO) Alma van Veen and Sebastian Eckert
Participant acronyms:	WUR, UBO
Dissemination level:	Public
Version	V2
Release Date	30/04/2017
Planned delivery date:	30/04/2014
Status	Final
Distribution	Public

Dissemination level of this report

Public

ACKNOWLEDGMENT & DISCLAIMER

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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 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.

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 (WUR, UBO, INRA, CEPS, WU, UOXF, IIASA, SZU, ANSES, CRA, DTU, ILSI-EU, RISE, JRC, NTU, Luke) from 12 countries, including a non-EU country (i.e. Taiwan). The project co-ordinator is 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. 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 advice 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.

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.

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.

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.

Although in the first 18 months a good start was made the need is felt to improve and intensify communication about SUSFANS. Deliverables will be seized for stories and news, and researchers are invited and encouraged to send in newsworthy materials, publications and information more often. Therefore, we developed an approach where each delivery summary will be written as a 2-pager by the respective scientist in charge and approved by WP-, phase leader and coordinator. Thus, research results can be "translated" toward items on the website, newsletter, twitter and the LinkedIn group. This new structure will help the scientist to disseminate the finding in a structure that is feasible in the writing process of the deliverable. WP 11 will take care of extracted summary, news flashes etc. for the benefit of the exposure of SUSFANS in research as well as in the stakeholder community.

(Source: Report First Period EU)

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

Due to now intensified internal communication between the other work packages and WP 11, the stream of information will be improved and the dissemination and impact tasks of WP 11 strengthened. This new structure will be at first implemented on the website as we defined a target output comprising one to two news items per week to create more and steady awareness of SUSTAINABLE food and Nutrition in Europe and the research outcomes. Social media is still new terrain for many scientists and it takes a while until these channels are used as a daily form of communication. It also takes time to build up networks like LinkedIn. Scientists prefer to present accomplished research results and not in-between-messages and preliminary results. So it is not only a matter of setting numbers to be achieved but also a matter of time and convincing internal audiences to address external ones by social media.

(Source: First Periodic Report EU)

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; fruits 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
Commodity traders		Development sector

5. Main communication channels, tools and materials

The SUSFNAS WP11 team is represented by skilled experts in the area of (science) communication, dissemination and impact (*see annex I*). 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 sublimes 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.

For the website, ZEF/UBonn's IT department uses another technical system: Drupal 7 based CMS (Content Management System) with a MySQL database. As WUR was unable to support MySQL and Drupal on their server, WUR uses Microsoft SQL server and Visual studio. To guarantee the 5-year access to the website we actually decided the website is hosted by commercial partners. To serve both partner we have chosen to host the website by Alfahosting, a German commercial partner². Costs for 5 years with an extra .eu domain would be 570 Euros. The web space is limited to 70 GB (2-year contract). We don't need more than 70 GB in the initial phase of the project. Most of the videos will be shared and hosted externally via Vimeo or YouTube. WUR has directly paid the invoices to Alfahosting. The holder of the domain is Karin Zimmermann, WEcR on behalf of SUSFANS. WEcR has access to the server and the CSM to maintain the website after the lifeline of project. UBO will co-maintain jointly.

(Source: First Periodic Report EU)

The website 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.

² Alfahosting GmbH, Ankerstraße 3b, 06108 Halle; E-Mail: info@alfahosting.de; Internet: <http://www.alfahosting.de>
Telefon: +49 (0345) 27 95 80; Fax: +49 (0345) 680 04 99; USt-IdNr.: DE232969203; Amtsgericht Stendal, HRB 214733;
Geschäftsführer: Moritz Bartsch

Role of the Website and the conference blogs

- 1.1 The website contains all information on SUSFANS and the work progress. It is the core output generator. All newsletter-articles and blogposts can be found here too. With the now strengthened project output (see I) and upcoming deliverables, a higher number of news and stories can be identified and published.
- 1.2 The traffic and analytic data are already showing a growing number of visits, with now around 500 visits per month, with 3.32 pages per session each. By the end the project, we aim at increasing the visits per month at least, due to the increasing news value of the website.
- 1.3 The conference blog will be used if needed, although not every conference will be suitable to write a blog. The conference blogs - kickoff.susfans.eu and ppm2.susfans.eu - are providing data, publications, conference news, materials and photos of the conferences, for participants and interested people. Due to the nature of conference blogs, people arriving months after the conference will stop interacting at the first page and visit SUSFANS.eu. While the kickoff blog is still quite active regarding visits, most of them end at the starting page or are leaving to susfans.eu. The 2nd Stakeholder meeting blog is visited with around 40 sessions per month right now. ppm2.susfans.eu. The challenge is to formulate and frame interesting results in a way which attract different target groups. In close cooperation with WP 6 we elaborate on this.
- 1.4 Although not mentioned in the DOA WP 11 is exploring the possibilities to make meetings more interactive to non-participating people. We organized a try out at the 2nd plenary meeting to cover some presentation and discussion with livestreaming. We still have to conclude if this makes sense and is in consent with the participating scientists.

(Source: First Periodic Report EU)

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 has established a LinkedIn group for an active exchange with the stakeholder group (to be handled / moderated by WP 6). The SUSFANS LinkedIn group is 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.

SUSFANS is right now at FACEBOOK, TWITTER, YOUTUBE and LINKEDIN, the most used social media channels in the western part of the world. Every channel needs a specific language. Social media communities need time to establish and grow and often depends on some active members who stimulate others. All channels (except the pdf-newsletter) have analytics-items integrated, helping to monitor the impact and outreach. Measuring these will be done in April, August and December 2017, to monitor the progress, in accordance with the foreseen updated communication plan.

(Source: First Periodic Report EU)

FACEBOOK and Twitter

With its high number of worldwide users, FACEBOOK and also Twitter have a broad, non-scientific audience. To reach interested consumers and readers and create awareness of the project, new posts are shared with different groups and pages related to sustainable food and nutrition, like "Food Science, Technology & Nutrition", "Nutrition and Food Science Information Depot", "Food & NUTRITION Security - Staying one step ahead" and "HEALTH, FOOD AND NUTRITION" for a higher impact and the possibility to get in touch with users. News are also shared with Websites of projects partners in different countries, for a wider international reach and higher impact regarding single news and post items. End of 2017, SUSFANS' target is to achieve an increasing numbers visitors per month.

Due to a more progressive use of Twitter, the number of followers will probably increase within the next six months. Part of this, next to publishing project news, will be a deeper interaction with sustainable food and nutrition security channels.

Twitter and FACEBOOK are to reach the public at large und interested groups directly, not through scientific magazines. The SUSFANS-news items will be underlined with appropriate illustrations.

LinkedIn

The LinkedIn group will be pushed by WP11 as an important distribution channel. It is the main business channel to reach stakeholders and researchers. The post will be slightly modified regarding to the FACEBOOK posts, and more detailed. One target will be to increase the number of users. Due to the fact that LinkedIn is not used as frequently as FACEBOOK we also explore the connection with the Food and Climate Research Network (FCRN), based in Oxford. The network has great potentials to reach the food and climate research community. SUSFANS-researchers are encourage to join the network and create accounts and to blog on their work.

(Source: First Periodic Report EU)

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".

The Newsletter will be published in two versions: As a print-ready pdf in magazine-style, ready to distribute via the mailing lists of the SUSFANS Partner institutes, and as a web-version through a web mailer, i.e. mail chimp. SUSFANS will create a mailing list for interested people.

(Source: First Periodic Report EU)

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.

Webinars

SCG

- Presentations as webinars (5 minutes)
- Introduction by Thom (see: <https://youtu.be/c3plsxBdmsA>)
- Conceptual Framework
- Spider diagramm
- (suitable) PPM – presentations as short animated clips (3-6 minutes or 0-2 minutes)
- Like Soy or Steak
- Interviews with researchers

Forms of webinar

- Video on demand on a research topic
- in form of a recorded lecture with powerpoints
- in form of a short (3-6 minutes) movie on a research topic
- (Live) discussion / meeting between two or more researcher

Webinar ideas:

- General introduction SUSFANS 2 lines
- OXFORD, Main conceptual framework (Monika), chain, policy drivers, external drivers
- Thom presentation (SUSFANS needed, State of Art),
- TOOLBOX, one of the tools explained (spider diagram, Thom, waiting for approval)

(Source: WP11 Meeting Bonn 28 -29 november 2016)

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). They 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 terms 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 a "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.

Annex I SUSFANS WP 11 Team

Ms Alma van Veen works at ZEF/UBONN as head of communications. She has extensive experience in written and verbal science communication for a broad audience, including use of social media. She is highly appreciated in many projects, among FOODSECURE for steering the science communication and translate results to become accessible for different target groups and stakeholders. She leads the PR team at ZEF and is in this function responsible for the public relations activities of the institute. These activities include writing for, editing and publishing of non-scientific publications, organizing events and generating coverage of these events, classical press work, Website, and social media activities. At ZEF (<http://www.zef.de>) we have around 60 senior scientists and more than 100 doctoral students from all over the world and fro different academic disciplines. We have interdisciplinary projects in Africa, South America, Central Asia, and Asia.

Mr Sebastian Eckert works also at ZEF/UBONN for the press and media department of ZEF/UBONN, and affiliated to the media and press department of another employer in Bonn. He is preparing daily press releases on a wide range of topics, organizing press meetings, creating media output, managing different social media accounts, pages and groups (FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE), LinkedIN). He is a creative thinker and expert in building relevant tools for science communication. He is also In private, he is an active blogger, writing for different blogs. He is skilled in design and video editing, and is a passionate photograph. He is technically skilled with CMS, Webhosting, CSS, technical support and media. In SUSFANS he is in charge of the social media profiles and the design of the SUSFANS logo, website, newsletter and graphs reflect his skills. Furthermore, he is in charge of coordinating the 3 webinars scheduled for 2017. Sebastian Eckert worked as a freelance journalist for four years. Getting access to people with various professional backgrounds and to relevant information is crucial in this profession - as well as making news items out of this. For SUSFANS, he can rely on the support of ZEF's PR department.
Work/references:

Social media

Facebook

<https://www.facebook.com/zefunibonn>

<https://www.facebook.com/zefipadpartnership>

<https://www.facebook.com/bonner.muenster>

<https://www.facebook.com/rightlivelihoodcollege>

<https://www.facebook.com/Bundesstadt>

Twitter:

<https://twitter.com/zefbonn>; <https://twitter.com/BNermuenster>

<https://twitter.com/sebastianeckert>

Youtube (managing and recording videos:

<https://www.youtube.com/user/zefbonn>

Blogs: Rheinauenschreiber.de; kaffeegefluester.de; bundesstadt.com

Ms Karin Zimmermann works as Wageningen Economic Research (WEcR) and is an international recognized expert in marketing. Beside her present research expertise, she was in the past marketing manager of an agricultural cooperative in the Netherlands and of WEcR. Recently she was project coordinator of the FP 7 EU project CONNECT4ACTION where communication between disciplines to enhance innovation in research was the central goal. The impact of this project was enormous in Europe and an expert network Connect2Innovate was established and a training module how to stimulate communication between disciplines was launched at the e-platform ISEKI. Her impact driven expertise and her research background challenge the project members to participate in communication activities of SUSFANS.

Furthermore she is part of the SUSFANS coordination team to link the newest insights of the project management toward communication strategies and as a researcher she is active in WP 2 consumer and WP 5 Innovative pathways.

Ms Khadija Naïri formerly had her own company but works since 2016 at WEcR and is project leader assistant of the SUSFANS coordination team and will be the linking pin between Wageningen and Bonn to facilitate WP 11 communication and give a follow up toward the communication plan, webinars script and movie script.

Annex II Impact of the Action

SUSFANS aspires to achieve the following three overall impacts:

1. An analytical framework for a comprehensive assessment of food and nutrition security (FNS) in Europe, centred around the implications of the current diet for the sustainability of agro-food production and consumption in the EU, supports standardised monitoring of FNS in EU.
2. Strengthened capacity of policy makers to formulate longer term policies on the basis of advanced quantitative tools.
3. High-level foresight on the challenges for FNS in the EU in the near future (up to 5 years) and on the longer term (one or more decades ahead).

Although impact pathways for policy change are long and complex, the results of the project will, in time, allow the European Commission (EC), policy-makers in the Member States and stakeholders in the private sector and civil society to develop more appropriate strategies at the intersection of FNS-related domains. SUSFANS does not aim specifically at impact on SMEs.

The achievements and activities in the first reporting period have contributed to the partial realisation of these ambitions. While emphasis has been placed on the pathway towards the first impact, this impact is not considered completed, and efforts were also done on both other impact pathways.

Towards aspired impact 1: Strengthening the analytical capacity for assessing the state of EU FNS at sub-regional level (including the implications of fisheries and aquaculture).

A framework for an integrated assessment and monitoring of EU sustainable food and nutrition security (FNS) is missing. Where the integral policy-making of agricultural production and environmental dimensions has made substantial progress, scientific guidance is needed for connecting the indicators and policy discourse on agri-food (including fisheries and aquaculture) and nutrition-health. SUSFANS aims to position its set of analytical methods as a standardised scientific framework for monitoring the state of FNS in terms of:

- Composition and quality of EU diets. Options to secure critical nutrients.
- Sustainability of EU agri-food production in the context of global drivers of change.

The purpose of the standard framework is to support more effective decisions and dietary recommendations to improve the health of EU consumers, in the context of environmental and economic consequences.

Major impact outcomes (partially) achieved and how they were achieved:

- Enhanced stakeholder capacity to encompass *full food system approaches in EU and national FNS* policy making based on a better appreciation of interactive food system processes.

The process of developing the dynamic food system framework for assessing sustainable nutrition security in Europe (deliverable report D1.1 and driver reports under WPs 2, 3 and 4) has contributed to the positioning of sectoral or national issues and interests in a wider system context. The benefits of this insight are the suggestions of the Stakeholder Core Group (SCG) on potential innovations to be analysed as case studies can be connected across various sustainability domains that are often addressed separately. An example is reduced food waste at the stage of consumption, which is often seen as a no-regret option but which has been to have potential negative implications for the economic viability of the EU agrifood business.

- Improved *stakeholder understanding of sustainability* from (i) their own perspective and (ii) that of other stakeholders elsewhere in the food system.

It is of prime importance to be responsive in the conceptual framework towards a variety of world views or stakeholder perspectives. A key milestone was to achieve commonality on the project's vision with and among the SCG, i.e. the need to add the notion of sustainability to FNS, to take into account achieving FNS and reducing health burdens related to food consumption with less environmental costs by a thriving agribusiness sector and without neglecting the EU food system impacts on the globe. Within this vision, stakeholder views differ on priorities for a sustainable food system and roadmaps towards this turning this ambition a reality. SCG members endorsed, however, the SUSFANS approach of bringing together these various goals under a clear set of metrics and analytical tools to assess progress toward these goals (i.e. spider diagram) as a useful and generally valid approach for exploring the implications of various options for action and leverage points to deal with possible trade-offs, and to systematically monitor progress towards sustainable FNS. The SCG encouraged the consortium to balance scientific rigidity with communicative strength, and thereby helped to define the terms for the hierarchical metrics approach (D1.2 report) which was endorsed by the SCG for its capability to deliver a potentially impacting format for policy information on FNS.

- *Standardization* of the analytical methods in anticipation of implementation at the level of EU institutions and member states.

The pathway towards achieving this impact outcome is lengthy and complicated because it involves an outlook of changing practice within the European Food Safety Agency (EFSA) and well-established statutory nutrition and health institutions in the member states pertaining to their contribution to the process of making nutritional policy, e.g. informing the development of food-based dietary guidelines. Nonetheless, activities in the project have contributed to this outlook. First, the close interaction of partners from 4 member states, each with statutory tasks on nutrition surveillance, on a common analytical protocol (see deliverable D2.2) lays the basis for a European approach. A classification of food products that is widely used across the EU28 and maintained by EFSA, i.e. the FoodEx2 system, serves as a backbone of the protocol. The project has also involved EFSA as the central institutions that compiles the pan-European database of food intake data. The involvement of policy makers from European member states in the SCG (CZ, IT, NL), and their positive feedback on the approach lays a basis to build on in the rest of the project. Second, WU and LEI-WUR have brought the SUSFANS concept into the preparations of a European Research Infrastructure (RI) on food, nutrition and health. Third, a further condition is the recognition in the scientific community which is complex as well given the many scientific disciplines involved in the integrative SUSFANS framework. We are confident that the acceptance of the SUSFANS position paper (Rutten et al., in press) in the respected journal *Agricultural Systems* provides a first step towards achieving this goal. The paper will become available as an open access article, and is already accessible through the SUSFANS website and the repository Researchgate.

Towards aspired impact 2: Improve the capacity of policy makers to monitor its development, to carry out short-term projections and evidence-based risk assessments and to implement quantitative modelling of alternative future scenarios to aid the design and formulation of longer term agro-food policies.

The strengthening of sustainable FNS requires a long-term strategy because the lead time for several solutions are long (think of diet change and other social innovations, or developing new breeds). In addition, to effectively monitor the developments in sustainable FNS over time, forward-looking (ex ante analysis) is needed to provide a benchmark for assessing performance against business as usual, or for evaluating the impact of a policy intervention. SUSFANS will deliver a toolbox of modelling tools and scenarios for science-based decision-making by policy makers regarding future European food systems.

Major impact outcomes (partially) achieved and how they were achieved:

- Long term projections will account for the EU's sub-regional and socio-economic *diversity, dietary and income trends, climate change and environmental sustainability, as well as technological change* within agriculture, fisheries, food processing and packaging, and retailing.

Work has progressed towards delivering an encompassing toolbox combining integrated assessment with diets & nutrition modelling. Such a toolbox is intended to allow, perhaps even foster, a constructive cross-sector dialogue between public health and agrifood communities. The scientific advances in the modelling toolbox (WP7-8-9) have largely been developed within the realms of the project. The SCG has been sensitised to the capabilities of toolbox during the second workshop. A particular merit of the toolbox that was recognised was the capacity to go beyond a simple static assessment of the (the state of) sustainable FNS in Europe, towards a dynamic assessment in which the current image is translated into a status quo or business as usual scenario, and future food system challenges can be explored in the context of global drivers of change.

- Environmental impacts of plausible futures assessed with consistency to changes in the policy/economic settings over time – sustainable FNS in uncertain alternative futures.

SUSFANS does not strive to create new scenario sets, but rather explore plausible future directions of the food system on the basis of well-recognised scenarios. The project has invested efforts to improve the consistency and cross-referencing across scenario exercises in two ongoing EU projects (FOODSECURE and TRANSMANGO). The project team is again cross-referring the synthesised set with the so-called 'shared socioeconomic pathways' and 'concentration pathways'; these make up the global climate change scenario framework of the International Panel on Climate Change (IPCC). This exercise ensures maximum consistency with the ongoing foresight investments at DG AGRI, JRC and DG CLIMA. It is assumed that this effort vastly expands the potential for outreach and impact of the foresight exercise.

Towards aspired impact 3: Bring about foresight and identify long-term challenges to FNS and the role of the EU agro-food sector, thus improving the capacity of related policies to provide appropriate answers.

Merely by means of our framing and evidence of the policy issues on sustainable FNS, SUSFANS hope to present new insights and perspectives. Stakeholders have also recommended keeping check of important upcoming policy milestones or cycles (e.g. reviews of policies), so become “policy watchers”, in order to feed in impact at very timely moments and make sure that the project pro-actively seeks policy buy-in and channels for uptake of its scientific results in public or private information systems and monitoring cycles. More so, SUSFANS also aspires to make substantive contributions to ongoing policy debates.

Major impact outcomes (partially) achieved and how they were achieved:

- Contribution to science policy on nutrition security and sustainable food systems in Europe (FOOD 2030) and the CGIAR.

SUSFANS has contributed to the framing of science policy on European and global food and nutrition security under the FOOD 2030 agenda and conference of the European Commission, led by DG Research & Innovation. The concepts of SUSFANS are influential in giving directions to global science agenda of the CGIAR, in particular the agenda on food systems and healthy diets in the second phase of the research program Agriculture for Health and Nutrition (A4NH), 2017-2022.

- Consultation on intended (further) policy contributions (2017-18)

During the 2nd Plenary Project Meeting and 2nd SCG workshop, a consultation was done on the ongoing policy debates that we should target for contributions in 2017-18. The following issues were identified:

- Paris Agreement/stable climate (National Commitments of EU member states and EU28 policy framework).
- CAP Reform, e.g. nutrition and equity perspective.
- EC contribution to the SDGs.
- EC and global (CGIAR / UNEP / FAO / EAT) food systems science.

The consortium is already acting on these issues, with two focal points: the Paris Agreement is addressed in the form of a paper that explores the contribution of diets to climate stabilisation at 1.5 degree warming; contributions to the European framework for food systems science are developed through consultations with programming platforms (JPIs, SCAR Food) and participation in a H2020 proposal for a coordination action on the FOOD 2030 platform.

Annex III list of the future users of the SUSFANS toolbox

Company/ Institution

- ARC2020
- BASF
- BioCoop
- Bioversity International
- British Nutrition Foundation
- CGIAR; CIRAD
- Colruyt Group
- Company/ Institution
- COPA - COGECA
- DG Agri
- DSM
- Dutch Dairy Association (NZO)
- EAT program
- EIP AGRI VLM
- EUFIC
- EuroCoop
- European Bank for Reconstruction and Development
- European Bureau for Conservation and Development
- European Commissio; DG Health and Food Safety
- European Commission; DG Agriculture
- European Commission; DG Environment
- European Commission; DG Research and Innovation
- European Commission; Joint Research Center
- European Council for Young Farmers
- European Crop Protection Association
- European Federation of the Associations of Dieticians (EFAD) and Umeå University
- Food and Agriculture Organization
- Food and Drink Federation
- Food Drink Europe
- Former UN
- Freshfel
- Friends of the Earth
- Global Footprint Network
- IFOAM/TP Organics (civil society/farmers' associations)
- Institute for Agriculture and Fisheries Research Flanders
- International Centre for Trade and Sustainable Development
- Maastricht University Medical Centre
- Mars
- Nestlé
- OECD
- Oxfam
- OxGrow, Cultivate Oxford
- Pura Natura Foundation
- Research Executive Agency
- UC Louvain; Food4Sustainability; FLOK Society Initiative; BIOMOT
- Unilever
- Vredeseilanden
- World Health Organisation