



FACCE-MACSUR

Strategy for the dissemination of outputs at national, EU, and global levels

Martin Köchy¹

¹ Thünen Institute of Market Analysis, Bundesallee 50, 38116 Braunschweig, Germany

*martin.koechy@ti.bund.de

Instrument:	Joint Programming Initiative
Topic:	Agriculture, Food Security, and Climate Change
Project:	Modelling European Agriculture with Climate Change for Food Security (FACCE-MACSUR)
Due date of deliverable:	month 6
Submission date:	2013-07-08
Start date of project:	1 June 2012
Duration:	36 months
Theme, Work Package:	Hub 2
Deliverable lead partner:	Thünen-Institute
Deliverable reference num.:	D-H2.4
Deliverable type:	Report
Confidential till:	—

Revision	Changes	Date
0	draft, awaiting input from Project Steering Committee and CropM	2013-02-14
1	final version	2013-07-08

Abstract

Dissemination of FACCE MACSUR will operate in a tiered manner to the scientific community, funding agencies, decision makers in policy and agri-food businesses, and the general public. Efforts by the MACSUR hub level are targeted at the supra-national level, while individual institutions target regional and national stakeholders.

The dissemination approaches will include multiple and various methods of information distribution including

- scientific papers and presentations,
- conferences, congresses, workshops, and courses targeted to specific stakeholders,
- a fully developed and interactive website,
- regular newsletters,
- flyers,
- alignment of methodologies and protocols with other research networks or projects.

Dissemination is both passive (web site, publications) and active (flyers, presentations, workshops held jointly with other projects or organizations, Twitter).

Table of Contents

Abstract.....	1
Table of Contents.....	1
Introduction	2
Dissemination organization.....	2
General objectives and targets.....	2
Dissemination objectives.....	2
Target groups	2
Corporate image	3
Corporate style	3
Corporate logo.....	3
Language.....	3
Dissemination channels	3
Website	4
Social media.....	4
Flyer.....	4
Final report.....	4
Science conferences and workshops	5
Final stakeholder congress.....	5
Stakeholder meetings.....	5
Refereed papers	5
Webcasts, webinars, and similar activities.....	5
Newsletters	6
E-mail lists.....	6
Personal contacts	6
Press releases	6
Acknowledgements.....	6
Suggested reading	6

Introduction

The aim of FACCE MACSUR is to contribute to the European capability in the development, use and interpretation of models to perform risk assessments of the impacts of climate change on European agriculture. MACSUR achieves this aim by conducting research on agriculture that contributes to the research agenda of the involved countries. Thus, there are three audiences for the output generated by MACSUR: governments, the scientific community, and agri-businesses. The general public is another audience but not in focus. This document describes the strategy used in MACSUR to inform the audiences about the results generated in MACSUR.

Dissemination organization

The FACCE MACSUR project is a knowledge hub within the FACCE JPI. The work in the project is organized hierarchically with an overarching hub level, three themes (CropM, LiveM, TradeM) that contribute to hub activity, work packages within themes, and tasks contributing to work packages. FACCE MACSUR is a pan-European project with some contributing institutions cooperating closely also at the national scale (esp. Belgium, Italy, Spain, Norway).

FACCE JPI as the initiator of FACCE MACSUR acts as an aggregating and integrating interface for all FACCE JPI activities. It is therefore part of FACCE MACSUR's dissemination strategy.

Within FACCE MACSUR, hub work package 2, task H2.6, lead by Martin Banse (Thünen Institute), aggregates the activities for the dissemination of results. This includes activities from Hub-task 3.4. The three themes organize dissemination activities in their coordination work packages (WPO). Some dissemination activities are also contained in work packages on capacity building and interaction with stakeholders.

General objectives and targets

Dissemination objectives

The principal objectives for dissemination in FACCE MACSUR are:

- contribution to the FACCE research strategy,
- collaboration with international scientific networks,
- informing decisionmakers about climate change effects on food security and associated uncertainty,
- informing the agrifood chain sector about potential necessity of mitigation and mitigation measures.

The legal framework for dissemination of new knowledge, be it results, aggregated data or methods is set by the consortium agreement signed among the institutions involved in MACSUR. Members working for these institutions must adhere to the rules laid out in the consortium agreement, especially those rules concerning confidentiality, exploitation, and dissemination of background data and results.

Target groups

The target groups of MACSUR dissemination strategy are: decision makers/funding agencies in research policy, politicians, scientists/academic community, the agri-food chain, and the general public. These groups exist at regional, national, and European levels.

Decision makers in research policy are interested in directing research funding to those fields where knowledge gaps exist and contribute to less uncertainty in food security.

Politicians are interested in possible effects of climate change on food security and the associated uncertainty but also in possible extreme events.

Scientists are interested in expanding the knowledge on the effect of climate change on food security and reducing associated uncertainties.

The Agri-food chain is interested in potential climate change effects that, together with economic and political effects, affect their businesses and require adaptation from their side.

The general public is interested in the general progress of science and the foundations for political decisions.

Corporate image

Corporate style

FACCE MACSUR adopts a corporate image for branding the project. The corporate image includes elements adopted from FACCE JPI to show the connection. The corporate style is used for visual identification of FACCE MACSUR outputs. The corporate style will be adhered to by all project partners in all printed and electronic materials related to FACCE MACSUR.

Corporate logo

A central element of the corporate style and branding of FACCE MACSUR is the project logo. This logo will be included on all materials related to FACCE MACSUR.

Language

The language of FACCE MACSUR is English for all official communications at the supra-national level. National languages are used by dissemination activities of members at the national level.

Dissemination channels

In order to effectively reach the targets for dissemination and to maximize the visibility of the project, several dissemination channels will be used in alignment with the target group and available funding.

	regional	national	European
policy	<ul style="list-style-type: none"> • flyers 	<ul style="list-style-type: none"> • final report • congress 	<ul style="list-style-type: none"> • final report • congress • bimonthly newsletter • LIAISE • FACCE JPI
science	<ul style="list-style-type: none"> • → 	<ul style="list-style-type: none"> • → 	<ul style="list-style-type: none"> • publications in refereed journals • conference presentations • final conference • reports • shared protocols/data/models, networking • bimonthly newsletter • courses • flyer

farm businesses, agri-food chain	<ul style="list-style-type: none"> • flyers 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • congress • European Technology Platforms¹ (ETP): PLANTS, FABRE TP, (FOOD)
general	<ul style="list-style-type: none"> • flyers 	<ul style="list-style-type: none"> • flyers • WWW • press releases by institutions • TV, radio interviews 	<ul style="list-style-type: none"> • flyers • WWW (web site, Facebook, Twitter) • FACCE JPI

Website

The public website *macsur.eu* plays a central role in the dissemination plan. It is used for general information about the project, announcing publicly news, job offers, events (meetings, workshops, courses), selected external web material (including online courses and video presentations), scientific and general information related to the topics of FACCE MACSUR, as well as intermediate results and output from the scientific work of FACCE MACSUR. The main objective is to document the progress of work in the project. Once results have been published, the public website will also serve as a primary point of reference for downloading publications and any other public deliverable from the project. Hidden from the publicly accessible web pages and accessible only to FACCE MACSUR members are web pages for internal discussions, work in progress, and documents with preliminary results. Workshop presentations of new scientific results will be publicized in a way that does not compromise their later publication in a peer-reviewed journal. The website will be updated constantly throughout the lifetime of the project, and a link will be included as a reference point in all printed materials (articles, press releases, flyers, presentations, etc.). Web pages are equipped with an RSS feed mechanism that allows interested persons to be notified about changes on the website. The website is targeting a supranational audience. Project partners are encouraged to establish national or institutional web sites with an emphasis on national contributions to FACCE MACSUR.

Social media

Social media have gained a significant role for the general public and is also used increasingly often by researchers. FACCE MACSUR uses Facebook and Twitter to announce news about the project, important results, job offers, and upcoming events. The news are also displayed on the website; Facebook and Twitter, however, provide an alternative to RSS for users to be notified about news and enable the user to comment the news and forward it easily to their peers. This increases the visibility of FACCE MACSUR.

Flyer

A project flyer provides general information regarding FACCE MACSUR, its objectives, methods, and contributing countries. It is targeting the general public, the scientific community, the agri-food chain, and decision makers alike. The first edition of the flyer has 1500 copies. Project members can request printed copies from the project manager or download the file from the website. All participants in the opening workshop of the project were offered to take copies of the flyer.

Final report

The final report will document the activity of FACCE MACSUR and serve as input into the FACCE JPI research agenda. The primary target audience are national funding agencies and decision makers. The report will document the data and methods used in MACSUR and summarize the results. Furthermore, it will identify the research needs in the field of food security under climate change. The report will be ready at the end of the project (May 2015) and presented to the FACCE JPI governing board at the closing stakeholder congress.

¹ http://cordis.europa.eu/technology-platforms/individual_en.html

The final report will consist of the individual reports on the results of each task, work package, and theme supplemented by reports on cross-cutting issues. The significance of the project results will be highlighted by an overarching introductory chapter that is represented by a publication in a high-profile scientific journal (e.g. PNAS, Nature, Science). Thus, the final report will be a cumulative document that is added to as the project progresses. Editing of the final report will commence in January 2015.

Science conferences and workshops

The final science conference is targeting MACSUR members and the scientific community. It is planned for January/February 2015 for presenting the main scientific results and achievements to a wider audience of researchers. The science conference provides an overview of the main project results and opportunities for discussions among participants. The timing of the conference is such that it still allows adjustments to be included for the final report.

A mid-term science conference in January/February 2014 is preparing for the final science conference. It is targeting the MACSUR community of researchers with the aim to provide task, work package and theme leaders with an overview of the results achieved so far and to allow time for the necessary steps till the final conference.

An opening workshop in October 2012 targeted the scientists involved in FACCE MACSUR. It presented the general workplan, and allowed ample time to each theme for detailed planning of theme tasks. Separate sessions were arranged to address cross-theme issues on stakeholders, final products, workshops, scenarios, and data.

Dedicated workshops in FACCE MACSUR are targeting the MACSUR community of researchers and associated young scientists. These workshops are planned at different levels within MACSUR for capacity building.

Members of MACSUR are encouraged to present their results at scientific conference. If they do they must mention that the work was done in relation with MACSUR.

Final stakeholder congress

The final congress will target stakeholders, including funding organizations, politicians, and representatives of the agri-food chain. The emphasis of the congress is the major project results with relevance to decisions in the political and entrepreneurial area. The event will be held in Brussels in May 2015 as most countries and agencies have representatives located there.

Stakeholder meetings

Meetings with stakeholders from the agri-food chain, administration and politicians are planned for the development of regional Representative Agricultural Pathways and when preliminary results from Regional Pilot Studies can be presented. Interaction with the FACCE Stakeholder Advisory Boards is also envisaged.

Refereed papers

Backbone of scientific output and targeting other scientists will be peer-reviewed papers. WP and theme leaders are expected to publish their results in scholarly journals. An overview paper in a high-level journal will summarize the results of the whole project. Publication of individual papers has the advantage that journal papers are indexed by reference services are therefore more likely to be noticed by the scientific community than individual book chapters. Furthermore, individual papers can be published along with the project whereas a book can only be finished toward the end of the project.

Webcasts, webinars, and similar activities

Online videos and interactive sessions will be produced or organized when technically feasible, costs are covered, and technical staff is available. Skimming of existing videos on

Youtube on the subject of food security and climate change shows that recording and video must have high quality for to be of use to the recipient.

Newsletters

A bimonthly newsletter is produced at hub level targeting the MACSUR members. It summarizes recent news, announces events and highlights preliminary or intermediate research results with emphasis on cross-cutting issues. Themes circulate their own, dedicated newsletters. Members are encouraged to contribute to institutional or professional newsletters, blogs or other forms of communication and to disseminate the results of their work.

E-mail lists

Lists of e-mail addresses are maintained at hub level of the MACSUR members interested in each theme and of external persons interested in MACSUR activity.

Personal contacts

Most members of FACCE MACSUR are also members in other scientific networks (e.g. AgMIP, SEAMLESS-IP) and projects (e.g. CCAFS) related to the aims of FACCE MACSUR. These persons represent the means of quick news exchange, alignment of protocols, and sharing of methods. For ensuring that MACSUR members are informed about what's going on in other networks (esp. AgMIP), each theme identifies at least two persons who are involved in AgMIP and who report about ongoing activities at the project and theme steering committee meetings. This international collaboration at project level will avoid the duplication of work which has been done in other projects outside MACSUR and where lessons could be integrated in the project.

Press releases

Major scientific results will be announced to the general public by press releases through the FACCE JPI secretariat. The FACCE secretariat will be offered the press release first. Two days after the press release was sent by e-mail to the FACCE secretariat the members of FACCE MACSUR may distribute the press release via their own institution in English or another language.

Acknowledgements

This report is a contribution to FACCE MACSUR - Modelling European Agriculture with Climate Change for Food Security, a FACCE JPI knowledge hub.
The author was funded by BMBF grant 031A103A.

The ENCORE project for text bricks: Alioto, G., 2010. D6.1 Dissemination Strategy Document Version1.0. Available online: <http://www.encore-project.eu/system/files/D6.1DisseminationStrategyDocumentV1.0.pdf>

Suggested reading

Petre F., Pinto A.F., 2010. Report on strategies for communication of scientific results in the food sector. AgriFoodResults Deliverable D1.2. Available online: <http://www.agrifoodresults.eu/docs/D1.2%20Report%20on%20strategies%20for%20communication%20of%20scientific%20results.pdf> (viewed 2013-02-13).